

# MICHAEL MARENCHIK

Senior Creative Leader | Driving Brand Growth  
Building Award-winning Creative Teams

765-543-6248

michaelmarencik@gmail.com

mmarencik.com

## PROFESSIONAL SUMMARY

Creative Director with 12+ years of experience leading award-winning, omnichannel campaigns for top brands. Skilled in developing strategic, insight-driven creative solutions, managing high-performing teams, and delivering brand-defining work that drives business growth. Proven ability to collaborate with stakeholders and execute innovative ideas that achieve measurable results.

## CORE COMPETENCIES

Creative Leadership  
Team Leadership  
Results-Oriented Execution  
Campaign Development  
Brand Storytelling

Project & Resource Management  
Omnichannel Marketing  
Innovation & Trends  
Cross-Functional Collaboration  
Customer-Centric Focus

## TECHNICAL SKILLS

Adobe Creative Suite  
WordPress  
Microsoft Office  
Google Workplace  
Workfront & Asana

## PROFESSIONAL EXPERIENCE

### SENIOR DIRECTOR, CREATIVE & BRAND | SKAI | MAR 2024 – PRESENT

- Led the creative strategy of global, omnichannel campaigns, driving substantial revenue growth.
- Directed high-impact, brand-defining initiatives, ensuring alignment with business and brand objectives.
- Managed a global team of creatives, delivering impactful content while fostering talent within the team.
- Championed brand standards and best practices, maintaining top-tier creative output across platforms.

### CREATIVE DIRECTOR | SKAI | AUG 2021 – FEB 2024

- Led omnichannel campaigns, integrating data-driven insights and innovative strategies.
- Collaborated with internal teams and external agencies to deliver best-in-class creative.
- Managed large creative budgets, ensuring high-quality, timely project completion.
- Presented and secured stakeholder buy-in for key campaign concepts.

### CREATIVE DIRECTOR | WINTRUST | 2018 – 2021

- Directed comprehensive creative processes across multiple channels, including print, digital, and multimedia.
- Mentored and developed a team of eight designers, fostering talent and ensuring project success.
- Utilized data analytics to inform and enhance creative strategies, achieving measurable outcomes.
- Led top-of-funnel advertising campaigns, elevating brand presence and engagement.

### SENIOR CREATIVE MANAGER (SERVING AS CD) | WINTRUST | 2018 – 2020

### CREATIVE SERVICES MANAGER | WINTRUST | 2015 – 2018

### DESIGN SPECIALIST | WINTRUST | 2012 – 2015

## EDUCATION

### Purdue University

Bachelor of Arts, Visual Communications Design  
Associate of Science, Computer Graphics Technology

## AWARDS & RECOGNITIONS

2019 – Chicago/Midwest Emmy: for Outstanding Achievement in Commercials

2019 – Platinum MarCom Award for Print Media-Advertising Campaign

2019 – Silver Telly Award for Regional TV: Art Direction