

MICHAEL MARENCIK

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

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PROFESSIONAL SUMMARY

Creative Director with 12+ years of experience leading brand and creative strategy across digital, video, and print mediums. A proactive leader with a passion for innovative storytelling, consistently recognized for balancing creative vision with business objectives to elevate brands and generate revenue.

CORE COMPETENCIES

Creative Leadership
Brand Strategy
Marketing Strategy
Concept Development
Stakeholder Management

Team Building
Cross-functional Collaboration
Project Management
Event Marketing
Budget Management

TECHNICAL SKILLS

Adobe Creative Suite
WordPress
Microsoft Office
Google Workplace
Workfront & Asana

PROFESSIONAL EXPERIENCE

SENIOR DIRECTOR, CREATIVE & BRAND

SKAI | MARCH 2024 – PRESENT

- Promoted to a key leadership role, expanding responsibilities beyond creative operations to overall leadership within marketing, fostering stronger cross-functional relationships.
- Motivated a shift from reactive to proactive marketing planning, guiding budget allocation and long-term strategy to improve campaign effectiveness and set our team up for success.
- Conducted comprehensive brand studies to assess industry perception, uncovering data-driven insights to highlight marketing strengths and address areas for improvement.
- Led top-to-bottom creative direction and execution for *ShopAble*, our flagship B2B conference in NYC, which directly contributed to **\$2.3M in closed business**.

CREATIVE DIRECTOR

SKAI | AUGUST 2021 – FEBRUARY 2024

- Led the creation of standards following a company rebrand, creating consistent visual and messaging guidelines across all materials to ensure a cohesive brand identity.
- Elevated creative team output from basic sales support to a full-service creative engine, expanding capabilities by hiring key talent gaps and developing existing team members.
- Implemented tools and scalable processes, streamlining creative workflows and optimizing productivity of a small team without increasing costs.
- Managed relationships with external agencies and freelancers, enhancing our ability to meet deadlines during high-demand periods.
- Conceptualized and launched the *Retail Media Thursdays* video series, which directly contributed to **over \$600K in revenue** and deepened client relationships, all while operating within a small budget.

CREATIVE DIRECTOR

WINTRUST | 2020 – 2021

- Managed an internal creative team of nine, producing B2C and B2B marketing materials for a \$50B company, overseeing strategy, creative direction, execution, approvals, and reviews.
- Supervised the creation of diverse marketing collateral, including print ads, large-format signage, paid digital ads, direct mail, web design, radio spots, and more, all contributing to Wintrust's **3X growth** during my tenure.
- Developed cross-promotional marketing campaigns in partnership with national brands such as the Chicago Cubs, Chicago White Sox, and Northwestern Wildcats among others, blending branded product promotions and consumer awareness initiatives to elevate company profile.
- Conceptualized and directed award-winning television commercials in-house, setting the standard for Wintrust's brand in broadcast media and establishing its visual identity.
- Led the creative team through a digital transformation, implementing UI/UX best practices while launching email drip campaigns, enhancing website functionality, and supporting the company's evolving strategy.

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