

NICK ZIEPPRECHT

DIGITAL CREATIVE DIRECTOR

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Dynamic and innovative professional with enriched experience in leading key projects across the digital advertising and creative space.

- Talented and versatile with a keen eye for design and a track record of crafting visually stunning, interactive, and motion-driven digital experiences.
- Offers a blend of creative expertise, leadership strengths, and technical skills with a deep passion for innovation, continuous learning, and cutting-edge technology implementation.
- Articulate communicator; excels at engaging with clients, stakeholders, and senior leadership to identify key requirements and adapt strategies accordingly.
- Known for training, mentoring, and empowering teams to cultivate a positive, performance-driven culture.
- Current with the latest design trends, technologies, and emerging formats, committed to exploring the new and pushing creative boundaries.

AREAS OF EXPERTISE

- Creative Vision & Direction
- Presentations
- 3D Design & Animation
- Web & Graphic Design
- Ideation & Brainstorming
- Insight Driven Design
- Client Engagement & Service
- Talent Development
- Branding & Advertisement
- Team Leadership & Mentorship
- Cross-functional Collaboration
- Relationship Building

CAREER EXPERIENCE

DESIGN DIRECTOR, JELLYFISH

Baltimore, Maryland | 2018 - 2023

Directed the complete creative process, from developing concepts to final execution, ensuring the delivery of high-quality work within set budgets and timelines. Collaborated with multiple teams to deliver performance-based ad campaigns on key digital platforms, emphasizing content creation, digital advertising, and Dynamic Creative Optimization. Leveraged data-driven insights to construct compelling creative projects. Engaged with clients and key stakeholders to comprehend their objectives and transform them into effective design concepts. Served as a main point of contact for new business and pitched work to potential clients.

Notable Key Achievements:

- Spearheaded the Creative Review project, which consisted of evaluating the client's existing creative and making recommendations based on performance and best practices. These reviews were pivotal in establishing expertise in performance design and winning projects with potential clients.
 - Resulted in securing projects for Lowe's and Hiscox Insurance, totaling over \$350K in new revenue for the agency.
- Pioneered innovation through new advertising formats and technology.
 - Developed a 3D billboard in Times Square for Hoka, utilizing the 3D program Blender.
 - Created 3D swirl ads for Dyson and Hoka, allowing users to interact with products from all angles in a 360-degree experience. Achieved a 3X higher engagement rate for Hoka compared to their rich media benchmarks, with 1.28 rotations per engagement and 69% more user sessions than traditional display ads.
 - Actively participated in the Augmented Reality task force, learned the AR Program Spark and won work.
- Drove revenue growth of €20-50K through 3D work on the Aviva Investors account.
- Asset Optimization Expert, swiftly taking existing creative assets and utilizing them to build new, higher-performing advertisements. Past successes include a remarkable 232% increase in impressions and a 294% uptick in installations for Experian Social Campaigns.

- Fostered the development of designers by offering constructive feedback on design projects and leading brainstorming sessions for creative idea generation.
- Designed captivating social media campaigns for Facebook, Instagram, Twitter, Snapchat, TikTok, and LinkedIn.

SR. INTERACTIVE ART DIRECTOR, HAVAS HELIA

Baltimore, Maryland | 2016 - 2018

Designed interactive advertising materials for diverse agency clients, some of which include Starbucks, Bertolli, Ragu, and Liberty Mutual Insurance. Successfully moved the designs forward while maintaining brand consistency. Effectively presented design concepts to clients and stakeholders, securing buy-in through concise communication. Developed animated elements for email marketing, boosting engagement and conversions.

Notable Key Achievements:

- Partnered with Strategy and Development teams to design user-friendly web layouts for adhering to wireframes, ensuring optimal experiences on mobile and desktop platforms.
- Art Directed photo shoots, including selecting photographers, models, and locations, while on-site with clients to provide real-time feedback and guidance.

ART DIRECTOR, AOL|ADVERTISING.COM

Baltimore, Maryland | 2004 - 2016

Led the Art Director group to meet the highest design and creativity standards for all projects. Organized concept meetings and client kick-off calls to define project objectives and deliverables. Offered feedback and guidance to enhance visual design, layout, animation, interactivity, copywriting, and UX/UI. Presented design concepts to major clients and agencies, effectively conveying the work's value and impact. Delegated tasks to team members, optimizing productivity and fostering collaboration.

Notable Key Achievements:

- Conducted regular performance evaluations, offering constructive feedback and recognition. Mentored Junior and Associate Art Directors, fostering their professional growth and development.
- Successfully boosted operational efficiency by developing templates, scripts, and designer resources, streamlining workflows, and reducing production time.
- Collaborated with the Business Intelligence team to elevate data and analytics capabilities, enabling data-driven decision-making and campaign optimization.
- Hosted training sessions covering various tools and skills, including the Adobe suite, mobile UX/UI, effective headline writing, and CTA best practices.

EDUCATION

Bachelor of Fine Arts, double major in Motion Graphics and Graphic Design

Savannah College of Art & Design

AWARDS

MX Awards: Starbucks

Promax Gold: AOL Creative Reel | **Promax Silver:** AOL Explorer Ad

Telly Awards: AOL Creative Reel | Fantasy Football Ad AOL Video Ad

AOL Explorer Ad | Free for All Commercial

TECHNICAL SKILLS

Expertise: Adobe Creative Suite | Google Web Designer | Figma | Sublime Text | Google Studio | InVision | Basecamp

Proficient: Blender | Spark Augmented Reality | Celtra | Microsoft Office | Trello | Salesforce