



CONNOR TIETZ

MARKETING AND DESIGN

SUMMARY

An Art Director with over 9 years of experience in the healthcare, retail, and financial sectors. I lead impactful digital brand campaigns across web, social media, video, and marketing systems. Driven by a curiosity about the "why" behind each project, I strive to understand challenges, audiences, and goals. I am seeking senior design/art director or creative director opportunities to make a meaningful impact.

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EDUCATION

2013 - 2017

Illinois Wesleyan University

Major: **BA Business:**
Marketing Concentration

Minor: **Graphic Design**

SKILLS

Design Tools

- Adobe Creative Suite
 - Illustrator
 - Photoshop
 - After Effects
- InDesign
- Dreamweaver
- Premier Pro
- Figma
- Sketch
- Framer

AI Skills

- Adobe Firefly
- Google Gemini
- OpenAI ChatGPT
- Anthropic Claude
- Midjourney
- CoPilot
- Runway
- CoPilot

Google

- Google Ads Certified
- Google Street View Certified

Video/Photography

- Onsite videographer
- Action photography

Web Development

- HTML5
- CSS3
- JavaScript
- Bootstrap
- Wordpress
- MailChimp

Microsoft Office

- Word
- Excel
- Power Point
- OneNote

WORK EXPERIENCE

Radancy

Art Director

Nov 2022 - Present

DESIGN

- Implemented new design changes to the social media brand that helped impressions increase by 20% for the University of New Mexico Hospital
- Led full-scale employee brand redesign for Ochsner Health from producing storyboards to a successful full launch of web, social, and CRM products
- Develop creative brand strategy and presentation decks for campaigns and new business pitches, integrating AI tools to increase production by a full workday
- Led art direction for Maxim Healthcare pitch that secured the account, then produced and launched new employee brand across digital and print
- Train design team on AI workflows (Midjourney, Firefly) to accelerate asset production and concept iteration
- Directed and produced C-suite video presentation for ALDI, earning direct CEO commendation

MANAGEMENT

- Oversee art direction and design across web, digital, social, and traditional media for healthcare, tech, and consumer brands
- Successfully launched refreshed brand materials through guidance/support of junior designers with brands like Ochsner Health, University of Iowa, and Duke Health
- Designed and directed 3 years of successful National Hiring Week campaigns for ALDI

West 360 Marketing

Creative Director

Oct 2017 - May 2024

- Built a new SEO-focused website and increased PPC, driving a 140% growth in 5 years and an 800% increase in new patient leads
- Tripled the average number of visitors for Apex Dermatology over a 4-year period by implementing a new SEO strategy
- Google Certified in Ads and Analytics to run SEO campaigns
- Designed physical and digital newsletters each quarter, increasing provider referrals by 60% from 2800 to 4500 annually
- Led digital creative for Apex Dermatology, helping onboard 14 new medical practices and implement new branding
- Designed UX-based websites for over 6 sites, increasing new patient leads by up to 40% each year for over 5 years

True Lacrosse, LLC.

Creative Director

Nov 2021 - Nov 2022

- Oversaw branding and creative control, which was successfully implemented in over 12 new state markets within a period of 6 months
- Created full-scale branding for over 50+ events, also including national-scale youth events like the Lacrosse World Series Championship
- Daily tasks included the creation/ management of designers for logos, flyers, websites, photography, and social media graphics/videos

Web/Graphic Design Specialist

Jun 2020 - Nov 2021

- Created design standards for the brand while also establishing a presence on social media
- Provided on-site photography/videography for social media and brand use

Identiti, LTD.

Graphic Designer

Jun 2016 - Apr 2018

- Worked with ownership to rebrand and create a new company website while also implementing SEO strategy
- Hired on from Graphic Design Intern to full-time Graphic Designer