



Steve Saley

MARKETING / CREATIVE DIRECTOR

SPECIALIZING IN

- Branding / Identity Design • Internet Marketing Campaigns & Strategies • B2B & B2C
- eMail Marketing • UI / UX Design • Powerpoint Presentations • Social Media Marketing

Steve Saley

650 NW 44th Terrace, Suite 102 • Deerfield Beach, FL 33442

954.494.2276 • email: steve.saley@gmail.com • www.Leverage2.com

A highly-accomplished creative marketing / advertising professional with over 15 years of print, broadcast and online marketing / design experience in the South Florida market. Successfully collaborate with clients in the planning and implementation of multi-channel marketing strategies for client brands that includes web, social media, mobile devices, email, and SEO. A process thinker that provides solutions based on consumer insight, data, trends and needs.

Specialization in developing and leading creative teams in conceptualizing, designing and producing memorable marketing campaigns that meet and often exceed client's marketing goals. Strong leadership, communication and administrative skills, as well as technical expertise in digital design and production for all media. An excellent presenter, trainer and mentor, customer service-oriented with a sound human relations focus.

Experience

Marketing / Creative Director

Leverage2.com

Deerfield Beach, FL 2008 – Present

Digital marketing company

Successfully pitched and acquired new accounts, created, designed, produced marketing and social media campaigns for a broad range of clients that include:

TeamStaffRx, a healthcare recruitment company, Coral Springs Theater of the Arts, Town & Country Aluminum, Tommy Bahama, Illume Energy Solutions, Royce Security, Legends Sportswear and a host of other regional businesses and corporations.

Senior Art Director - Group Leader / Lennar Homes Zimmerman Advertising / OMNICOM

Ft. Lauderdale, FL 2006-2008

National advertising agency

Led a team of 6 designers in the conceptualization, design and production of regional print advertising campaigns, sales collateral, sales office designs and outdoor advertising for national divisions of Lennar Homes.

Coordinated daily with the Traffic Department and a staff of account executives, to schedule production of jobs to meet hourly deadlines.

Also handled select design / production for Bank Atlantic and Florida Panthers Hockey.

Marketing / Creative Director

RN Network

Boca Raton, FL 2002-2004

Travel nurse recruitment / staffing agency

Developed annual marketing plan, designed, produced and coordinated both print and online advertising campaigns to recruit travel healthcare nurses for hospital staffing assignments, nationwide.

Negotiated and managed all print media contracts contained within \$3.75 million+ annual budget.

Vice President / Creative Director G&L Group / Pix'L Creative

Ft. Lauderdale, FL 1997-1999

Regional advertising agency

Recruited to create original agency pitch for Orange Bowl Committee. Upon winning account, was named agency Creative Director.

Accounts included: Gulfstream Park, SportsChannel Florida, SeaEscape Cruises, WCI Communities, Brighton Homes, FedEx Orange Bowl Committee, Super Bowl Host Committee, and more.

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Most proud of:

Perseverance - Created and implemented a creative signature trade identity campaign, yielding a 28% increase in nurse recruitment leads (for RN Network). Launched integrated print and online recruitment campaigns targeting 25-35 year old travel nurses largely contributing to a \$184 million increase in company valuation over my 24 month marketing tenure.

Leadership - Mentoring team associates to grow, prosper and excel with their creative solutions. Many are leading creative and strategy teams today with top national agencies and clients.

Creative - Successfully pitched and retained Broward Arena / National Car Rental Center account (BB&T Center), created original identity program, custom sales collateral and grand opening media campaign.

Core Strengths

- Communication
- Integrity
- Curiosity
- Problem solving
- Perseverance
- Brand marketing
- Design innovation
- Internet and social media marketing

Awards + Honors

- Recipient of over 80 local & regional American Advertising Federation ADDY Awards recognizing creative excellence and a national 'Creativity Award' from Communication Arts Magazine.
 - Induction into inaugural Art Institute of Fort Lauderdale's Alumni Hall of Fame 2001
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Digital Proficiency

Mac OSX 11.6, Adobe CS (*InDesign, Illustrator, Photoshop & Acrobat*) Bridge, Suitcase Fusion4, Microsoft Office Suite, including Word, Powerpoint, Outlook Entourage, Wordpress+Divi and Hootsuite.

Account Experience:

Norwegian Caribbean Lines, Costa Cruises, Marriott Hotels, RN Network, WCI International, Lennar Homes, National Rental Car Arena, Miami Dolphins, Florida Marlins, Florida Panthers, Orange Bowl Committee, Caribbean Satellite, Network, TeamRx Healthcare Recruitment

Education

Art Institute of Fort Lauderdale,

Fort Lauderdale, FL

Visual Communications / Advertising Design

B.S. Degree. Full Scholarship Winner, Awarded

Top Portfolio in Graduating Class

References and samples are available upon request.