

# ERIC R. ROELL

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## PROFESSIONAL SUMMARY

Strategic brand and creative executive who partners with C-suite leadership to accelerate organizational growth and transformation through data-driven positioning, executive communications, and high-performing creative teams.

15+ years delivering measurable business impact across corporate, healthcare, and e-commerce environments. Recognized for driving enterprise-wide brand transformations, modernizing organizational identity, and building award-winning teams that align creative excellence with revenue outcomes. Expert in digital marketing, demand generation, and creative operations.

## EXECUTIVE FOCUS AREAS

Enterprise Brand Transformation • Creative Leadership & Team Development • Content Marketing & Social Media Strategy  
Omnichannel Marketing Strategy • Executive Communications • Marketing Analytics and CX • Digital Experience,  
E-commerce Video Production & Storytelling

## EXPERIENCE

### Director of Creative Marketing and Brand

Demco Inc.

June 2022 – Present

Madison, WI

Lead creative strategist accountable for enterprise brand strategy, executive communications, and omnichannel marketing for a national e-commerce organization.

- Generated 200% year-over-year growth in the company's largest product category through 6-month integrated campaign spanning catalogs, direct mail, digital advertising, video, and email.
- Collaborate with CEO on 29+ annual executive communications including quarterly board presentations, monthly business updates, president letters, and company-wide town halls.
- Spearheaded company-wide brand transformation over 12 months, modernizing visual identity across 100+ digital and print touchpoints and establishing guidelines adopted across all organizational channels.
- Lead content strategy across social media, influencer marketing, blog, and video direction, directing brand and product video development from scripting through agency execution and integrating owned channels with creative campaigns.
- Transformed creative leadership effectiveness, achieving 700% increase in Net Promoter Score (NPS) and elevating team engagement scores from lowest to highest company-wide through culture development, ANA-supported continuing education programs, and quarterly professional development initiatives.
- Directed cross-functional team in developing company's first sales enablement portal, delivering centralized resource platform that equipped revenue teams with on-demand marketing collateral and product information.
- Led technology modernization initiative implementing enterprise DAM system and Asana project management platform, establishing cloud-based workflows that increased operational efficiency and team satisfaction.
- Pioneered AI integration as first department to adopt ChatGPT into creative workflows, establishing governance framework and best practices subsequently adopted organization-wide.
- Direct photography and visual content production for 500+ products across 6 channels, leading in-studio and on-site photoshoots with models, establishing brand standards, and modernizing presentation across catalogs, website, email, Amazon, social, and video.
- Recruited and manage 12-person multidisciplinary team spanning creative, content, social media, and video direction, achieving 100% retention over 3 years while increasing departmental output by 33% and overseeing \$5M annual budget.

## Creative Marketing Director

WPS Health Solutions

July 2015 – June 2022

Madison, WI

Senior creative and marketing leader overseeing brand strategy, advertising, and corporate communications for a healthcare organization in highly regulated markets.

- Secured \$1M budget increase from CEO for Medicare campaign concept; produced 12 monthly CEO video interview series for company-wide internal communications.
- Orchestrated organizational brand modernization over 12 months, updating 200+ branded assets and establishing visual identity that became foundation for “Because We Care” campaign success.
- Directed brand and marketing initiatives that increased unaided brand awareness by 67%, achieved 260% increase in advertising recall, and ranked WPS #1 among Wisconsin Medicare providers across key brand attributes.
- Developed and launched “Because We Care” omnichannel campaign featuring authentic customer testimonials across television (30+ spots), direct mail, radio, digital, and social media, delivering 105% sales increase and doubling qualified leads over two years.
- Delivered three consecutive years of record growth on the organization’s most profitable Medicare Insurance product line: +29% (2020), +27% (2021), +74% (2022).
- Expanded campaign reach through Green Bay Packers and Milwaukee Brewers partnerships, reaching 3+ million stadium attendees annually across dozens of games with integrated messaging spanning scoreboard advertising, in-suite TV, stadium signage, and event sponsorships.
- Assembled and directed 14-person award-winning creative department, growing team from 3 to 14 people while maintaining 93% retention rate and increasing output from 250 to 2,000 projects annually (700% productivity increase).
- Earned 6 Telly Awards and 16 ADDY Awards for campaign effectiveness and creative quality.

## Global Creative Director

Yappem

September 2014 – July 2015

Sheboygan, WI

- Directed digital experience strategy for 12 client accounts across web and mobile platforms, establishing cohesive visual identity and user experience standards.
- Launched company’s first mobile application, collaborating with development team to integrate design and UX strategy into product platform.
- Supported new business development with senior executives at Fortune 500 retailers including Ralph Lauren, Walmart, Kohl’s, and Under Armour.

## Creative Services Manager

Bloomberg Law

April 2008 – December 2012

Washington, DC

- Oversaw advertising and marketing for 300+ product legal information portfolio, managing \$500K annual creative budget and producing 500+ projects annually.
- Championed brand standardization for Arlington office, developing 75+ templates and governance framework that streamlined creative production and ensured compliance with Bloomberg’s global corporate standards.
- Managed 12-person creative team of designers, writers, and production professionals, achieving 100% retention for direct hires while increasing workload 5x and maintaining 100% on-time delivery through improved project management systems.
- Maintained rigorous brand governance across 8 communication channels, reviewing 500+ assets annually to ensure enterprise-wide brand consistency and compliance with Bloomberg’s global standards.

## EDUCATION

### Bachelor of Arts – Advertising/Journalism

University of Wisconsin, Eau Claire, WI

## SELECT RECOGNITION

**6 Telly Awards for Campaign Effectiveness • 16 ADDY Awards for Creative Excellence**  
**Bloomberg Manager of Excellence (2018, 2 consecutive quarters)**