

# ERIC R. ROELL

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## PROFESSIONAL SUMMARY

Enterprise brand and creative executive who partners with C-suite leadership to drive organizational growth and transformation through strategic brand positioning, executive communications, and high-performing creative teams. 15+ years of experience delivering measurable business impact across corporate, healthcare, and e-commerce environments. Recognized for leading enterprise-wide rebranding initiatives, modernizing organizational brands, and building award-winning teams that align creative excellence with revenue outcomes.

## EXPERIENCE

### Director of Creative Marketing and Brand

Demco Inc.

June 2022 – Present

Madison, WI

Enterprise brand and creative executive responsible for strategy, execution, and governance across all corporate and marketing communications for a national e-commerce organization serving education and library markets.

- Partner directly with CEO on board presentations and strategic communications, serving as trusted advisor on brand positioning and external narratives.
- Led enterprise-wide rebranding initiative, partnering with C-suite to modernize brand architecture and establish new brand guidelines adopted across all organizational touchpoints.
- Drove **200% year-over-year growth** in the company's largest product category through integrated brand and demand generation campaigns.
- Transformed creative leadership effectiveness, achieving a **700% increase in Net Promoter Score (NPS)** and elevating team engagement scores from lowest to highest company-wide through culture and leadership development.
- Established new photography and visual content standards, elevating product presentation and brand perception across digital and print platforms.
- Built, led, and mentored a **12-person multidisciplinary team** of designers, writers, content strategists, and multimedia professionals, managing internal resources, freelance partnerships, and departmental budgets.

### 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 operating in highly regulated markets.

- Presented marketing strategies and brand performance directly to C-suite leadership; presented initial campaign concept to CEO that earned immediate approval and expanded budget, transforming Medicare marketing from stagnant to record-breaking growth.
- Led enterprise rebranding initiative, introducing modernized brand identity and ensuring consistent adoption across all organizational communications and customer touchpoints.
- 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).

- Extended omnichannel campaign into Green Bay Packers (Lambeau Field) and Milwaukee Brewers (American Family Field) partnerships, ensuring consistent messaging and brand experience from television through live community events.
- Built and directed an award-winning department of 14 writers, designers, and multimedia professionals.
- Earned six Telly Awards and 16 regional ADDY Awards, recognizing creative excellence and business performance.

## Global Creative Director

Yappem

September 2014 – July 2015

Sheboygan, WI

- Led global brand and digital experience strategy across web and mobile platforms, ensuring cohesive visual identity and user experience.
- Partnered with development teams to integrate design and UX strategy into product platforms.
- Collaborated with senior executives and marketing leaders at **Ralph Lauren**, **Walmart**, **Kohl's**, and **Under Armour** to support new business development and brand partnerships.

## Creative Services Manager

Bloomberg Law

April 2008 – December 2012

Washington, DC

- Directed advertising and marketing initiatives supporting a multi-product legal information portfolio within a global media and information services organization with 10,000+ employees.
- Led enterprise rebranding initiatives, introducing new brand identity and templates and ensuring organization-wide adoption across all internal and external communications.
- Managed and developed a 12-person team of designers, writers, and production professionals across internal and external resources.
- Enforced rigorous brand governance aligned with Bloomberg's global corporate standards across all communications channels.

## EDUCATION

### Bachelor of Arts – Advertising/Journalism

University of Wisconsin, Eau Claire, WI

## AREAS OF EXPERTISE

**Brand & Strategic Leadership:** Enterprise Brand Strategy & Positioning • Corporate Rebranding & Transformation • Brand Systems, Guidelines & Governance • Executive Communication & C-Suite Partnership

**Creative & Organizational Leadership:** Team Building & Culture Transformation • Creative Direction & Standards • Performance Measurement & Optimization • Budget & Resource Management

**Marketing & Growth:** Omnichannel Marketing & Demand Generation • Digital, E-commerce & UX Strategy • Visual Identity & Content Standards • Campaign Development & Execution