

Brian Filippo

ON-POINT CREATIVE

Greater Minneapolis-
St. Paul Area

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brianfilippo.com

EDUCATION

University of Wisconsin-
Stout / 2005–2009

B.F.A Graphic Design

SKILLS

Software

- › Adobe Creative Suite including Photoshop, InDesign, Illustrator, After Effects, Premier, Animate and Acrobat
- › Microsoft Office Suite including PowerPoint
- › Mac OS

Design

- › Print & Digital Design
- › Branding & Identity
- › Typography
- › Layouts
- › Presentation

Strengths

- › Cross-Team Collaboration
- › Efficiency
- › Adaptability
- › Sensibility
- › Project Management
- › Problem Solving
- › Leadership

OVERVIEW

Creative leader with 10+ years of experience driving brand growth through strategic design, multi-channel marketing, and team leadership. Proven track record of developing high-impact campaigns across print, digital, broadcast, and emerging platforms. Adept at mentoring creative teams, streamlining processes, and forging agency partnerships that accelerate output and elevate brand presence.

WORK EXPERIENCE

Slumberland Furniture

Senior Art Director / 2024-2025

- › Directed creative strategy across print, digital, broadcast/CTV, and radio campaigns, ensuring cohesive brand messaging.
- › Partnered with e-commerce and merchandising teams to align creative with business goals.
- › Doubled creative output while developing a new partnership with an external agency.
- › Mentored and managed junior designers, fostering skill growth and creative excellence.

Senior Art Manager / 2022-2024

- › Designed and delivered corporate marketing assets including in-store signage, direct mail, billboards, and print/digital ads.
- › Partnered with franchise managers to develop localized campaigns tailored to regional markets, ensuring brand consistency while meeting unique community needs.
- › Led digital advertising initiatives across Facebook, Instagram, Pinterest, and Google, increasing engagement and reach.
- › Collaborated with e-commerce to optimize website graphics, landing pages, and user experience.
- › Wrote and edited copy for creative assets, email, and SMS campaigns.
- › Implemented a cloud-based file management system improving collaboration and consistency across creative teams.
- › Directed and coordinated freelance designers.

Cuneo Advertising

Senior Art Director / 2017-2021

- › Supervised multiple creative projects and team members, ensuring delivery within scope and deadlines.
- › Supported the Creative Director with performance evaluations and staffing decisions.
- › Mentored team members, enhancing professional development and creative output.
- › Personally managed creative for 30+ clients.
- › Expanded capabilities by integrating HTML-enabled creative and testing new digital tools.
- › Cultivated partnerships with startups to boost innovation and speed to market.

Art Director / 2014-2017

- › Led brainstorming, creative reviews, and project kick-offs to guide strategic campaign development.
- › Managed workflows and coordinated team contributions to deliver projects on time and within budget.
- › Applied market research insights to inform advertising strategies.
- › Streamlined processes, increasing team efficiency and output.
- › Designed hundreds of event logos and built a formal catalog for client presentations.

Junior Art Director / 2011-2014

- › Adapted and repurposed senior team concepts into print, digital, and signage formats.
- › Proposed and launched new creative concepts for client campaigns.
- › Spearheaded adoption of Adobe Creative Suite, modernizing the agency's creative toolkit.

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