

# Brian Filippo

ON-POINT CREATIVE

Greater Minneapolis-St. Paul Area

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## CORE SKILLS

**Creative Direction**

**Brand Identity & Campaign Development**

**Integrated Marketing (Print, Digital, CTV, Radio)**

**Team Leadership & Mentorship**

**Cross-Functional Collaboration**

**Creative Operations & Workflow Optimization**

**Agency & Vendor Management**

**Adobe Creative Suite**

**Presentation & Concept Development**

## EDUCATION

**University of Wisconsin-Stout** / 2005-2009

B.F.A Graphic Design

## OVERVIEW

Senior creative leader with 10+ years of experience driving brand growth through strategic design, multi-channel marketing, and team leadership. Proven track record of leading high-impact campaigns across print, digital, broadcast, and emerging platforms. Known for scaling creative output, modernizing workflows, and building high-performing teams and partnerships across in-house and agency environments.

## WORK EXPERIENCE

### Slumberland Furniture

**Senior Art Director** / 2024-2025

- › Doubled creative output while developing a new partnership with an external agency.
- › 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 strategy with revenue-driving business goals.
- › Mentored and managed junior designers, accelerating skill development and raising overall creative quality.

**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

**Art Director** / 2014-2017

**Junior Art Director** / 2011-2014

- › Led and mentored multidisciplinary creative teams, overseeing staffing, performance evaluation, and project delivery across multiple accounts.
- › Managed workflows and coordinated team contributions to deliver projects on time and within budget.
- › Led brainstorming, creative reviews, and project kick-offs to guide strategic campaign development.
- › Personally managed creative for 30+ clients.
- › Cultivated partnerships with startups to boost innovation and speed to market.
- › Expanded capabilities by integrating HTML-enabled creative and testing new digital tools.
- › Streamlined processes, increasing team efficiency and output.

