

JUSTIN R. KAPLAN

CREATIVE DIRECTOR

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KEY SKILLS

Design Leadership
Art Direction
Brand Strategy
Critical Thinking
Ecommerce
Emotional Intelligence
Video Production
Adobe Creative Suite
Graphic Design
Marketing
Project Management
Creative Concept

EDUCATION

BACHELOR OF SCIENCE IN
COMMUNICATIONS | VISUAL
ARTS & NEW MEDIA
DEGREE / MAJOR HERE
State University of New York at
Fredonia
2007 – 2011

CERTIFICATIONS

CE CREDITS
7 HABITS OF HIGHLY
EFFECTIVE PEOPLE
CRITICAL THINKING
LEADING WITH EMOTIONAL
INTELLIGENCE
TRANSITION TO
MANAGEMENT
RESPONDING TO CONFLICT
American Management
Association
New York, NY

RECENT AWARDS

“Best Short Film” - Genre Blast
Film Festival
“Best US Horror” - Venice
Shorts

PROFESSIONAL SUMMARY

With 15 years of experience spanning diverse roles and industries, I am an award-winning Creative Director, filmmaker, and artist who began my journey in NYC following college. Through countless freelance projects and collaborations with industry leaders, I've developed versatile skill sets and a deep appreciation for leadership, guided by my motto "IMAGINE a way, CREATE a thing, INSPIRE the world." Specializing in visual communication, I've represented clients from indie artists to major corporations, driven by a passion for solving unique challenges and fostering trust. My work has garnered recognition from prestigious outlets worldwide, and I currently serve as a dedicated Creative Director based in coastal Wilmington, NC, helping to build organizations and produce impactful events and conferences worldwide.

EXPERIENCE

CREATIVE DIRECTOR
YCC / Remote / 2015 – Present

Leading creative projects and campaigns, collaborating with tech giants like IBM and Oracle for global events. Contributing to a 50k+ membership growth across 150+ countries through strategic campaigns and achieving high virtual/hybrid participation (23% YoY). Attained a record-breaking 98% attendee satisfaction in an unforeseen pivot from in-person events.

- Client brand development: Shaping brand identity and standards, ensuring a cohesive visual presence and implementing procedures.
- Creative strategy development: Translating marketing objectives into clear creative strategies to meet business goals.
- Team leadership and collaboration: Supervising daily workflows, driving the creative process, mentoring the team, and fostering creativity through collaborative sessions with clients.

CREATIVE DIRECTOR & PRODUCER
JRyan Productions / Hybrid / 2008 – Present

Managing all aspects of production throughout the creation of commercial advertising, short films & music videos.

ECOMMERCE & DIGITAL MARKETING DIRECTOR
E-Land Group / Hybrid / 2012 – 2015

Developed, implemented and managed operations of a full scale ecommerce business for a global fashion brand.

DIRECTOR & EDITOR
AMA / NYC / 2011 – 2014

Directed and edited marketing materials for educational courses and professional training, spearheading each project from conceptualization to execution, including formulating compelling questions for both instructors and attendees.