

# JON HOOLEY

Transforming Creativity and Design



## ABOUT ME

As a senior creative leader, I'm passionate about transforming ideas into powerful and compelling designs that tell a story, amplify brand value and long-term business success. I believe the strongest creativity emerges where bold imagination meets data-driven insight, allowing strategy to shape emotion and transform ideas into unforgettable design. Built on a strong foundation in branding, design, marketing and visual storytelling, I steer creative initiatives from concept development to polished final deliverables.

## CONTACT

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## ONLINE PORTFOLIO

[www.jonhooley.com](http://www.jonhooley.com)

## EDUCATION

### Bachelor of Fine Arts in

### Visual Communication

Northern Illinois University  
DeKalb, IL

### Associate of Applied Science in Design and Illustration

Illinois Central College  
East Peoria, IL

## SOCIAL

### LinkedIn:

[www.linkedin.com/in/jonhooley](https://www.linkedin.com/in/jonhooley)

## RECOGNITION

Procure Solutions FY24  
STAR Award Winner

Mitsubishi Electric Q1 FY20  
GEM Award Winner

## PROFESSIONAL EXPERIENCE

### Procure Solutions/ChildPlus – Denver, CO

*Senior Manager, Creative Services: December 2021 – November 2025*

- Defined and championed the creative vision for Procure Solutions and ChildPlus, ensuring full alignment with brand identity, marketing strategy and organizational priorities to deliver consistently high-impact creative solutions.
- Led the creative team with a focus on trust, collaboration and professional growth. Establishing an environment where creatives deliver their best work and driving creative output that directly supported business growth.
- Established and enforced brand standards across both Procure Solutions and ChildPlus, strengthening brand integrity and elevating the quality and consistency of all creative deliverables.
- Partnered with cross-functional teams to interpret data-driven insights (*Google Analytics, Salesforce, Pardot, G2, Captterra*) to guide design direction, optimize creative outcomes and support strategic business goals.
- Spearheaded the implementation of Monday.com as the team's workflow management platform, reducing project delays by over 30% and improving resource planning and visibility.
- Centralized branded assets through Adobe Creative Cloud and SharePoint, achieving 100% brand compliance and accelerating project turnaround times by 40%.
- Partnered with IT to streamline content storage through OneDrive, improving collaboration, accessibility and cross-department alignment.
- Created a suite of 50+ on-brand graphic and digital templates, significantly accelerating delivery timelines and enhancing brand consistency across teams.
- Managed vendor negotiations for print, promotional products, video and other creative services, securing high-quality outcomes while optimizing cost.

### Mitsubishi Electric Automation – Vernon Hills, IL

*Creative Designer, Sr. Advertising: January 2020 – December 2021*

- Led the development of a scalable digital marketing solution in response to COVID-era trade show cancellations, generating stronger qualified leads and contributing to increased sales in FY20–21.
- Directed the creative strategy, design and execution for 24 industry-specific service solutions, contributing to an 18% increase in sales through elevated messaging and visual storytelling.
- Developed and deployed a new YouTube content and promotional strategy, adding 1,000+ new subscribers in one year and expanded video consumption.

## TOOLS/SKILLS\*

### Adobe Creative Suite

Photoshop, Illustrator, InDesign, Adobe Express, Firefly, Dreamweaver, After Effects, Media Encoder, Acrobat Pro

### Microsoft Office

PowerPoint, Word, Excel, Outlook

### Additional Microsoft 365 Services

OneNote, Teams, Teamwork, Stream, SharePoint, OneDrive

### Additional Programs

Monday.com, Trello, Figma, Camtasia, Snagit

*\*Proficient with Macintosh and Windows based platforms*

## ASSOCIATIONS

**American Institute of Graphic Arts – Chicago (AIGA)**

- Produced a targeted social and promotional campaign on robotic vision technology, doubling engagement and accelerating sales conversations.
- Provided creative leadership for all visual communications, advancing marketing objectives, supporting sales enablement and positioning Mitsubishi Electric Automation as an industry thought leader.
- Partnered with Product Development, Engineering, Sales and Marketing teams to create integrated B2B campaigns for the North and South American markets, increasing sales impact and accelerated pipeline activity.
- Negotiated and purchased print and digital media, sponsorships and creative vendor contracts to maximize ROI and expand brand visibility.

### **Blackdog Speed Shop – Lincolnshire, IL**

*Marketing Manager: June 2019 – December 2019*

- Directed creative strategy and production across print/digital media, brand campaigns and trade shows driving stronger brand visibility and sales growth.
- Built and led an in-house video team, expanding creative capabilities, reducing vendor dependency and accelerating production timelines.
- Successfully planned, branded and executed major trade shows and promotional events; including partnering with Cumulus Media (94.7FM) on “Rockin’ Rides” that generated 7.2M+ media impressions across digital, social, radio, email and live event activations.
- Produced all campaign assets including video, photography, graphics and promotional materials using \$0 budget and no stock imagery.

### **Flexera Software – Itasca, IL**

*Senior Manager, Graphic Design: July 2006 – April 2019*

- Directed four full-scale corporate rebrands, overseeing creative vision and global brand alignment to strengthen market position and overall brand equity.
- Led the creative strategy for 11 mergers and acquisitions, including branding, marketing and promotion of acquired companies. Successfully rebranding and merging 18 software products in collaboration with product marketing.
- Built and managed an in-house video team, growing the company Youtube.com channel to 1,900+ subscribers and 600,000+ views; introduced 30-second shorts that increased social campaign click-through rates by 8%.
- Developed a scalable trade show program that increased yearly event presence by 100+ shows while reducing costs and expanding brand impressions.
- Centralized POP production and fulfillment through a single domestic/international vendor, achieving 10%+ savings through volume purchasing and reducing shipping/customs expenses by thousands annually.
- Fostered a creative, energizing team culture by guiding, mentoring and empowering individuals to grow, collaborate and enjoy the work we built together.

### **Chase Insurance Company – Elgin, IL**

*Marketing Web Manager: October 2004 – July 2006*

### **GE Commercial Distribution Finance – Hoffman Estates, IL**

*Marketing Communication Specialist: January 2004 – June 2004*

### **Transamerica Finance Corporation – Hoffman Estates, IL**

*Senior Graphic Designer - Marketing Manager: September 1999 – January 2004*