

David Rotman

About Me

Highly skilled and imaginative visual design professional with a proven track record of success in design, video editing, and digital marketing. Aspiring to secure an creative direction position, I am eager to lead a design team in crafting innovative solutions to meet internal marketing needs.

Work History

Cint (Aquired Lucid in 2022)

Creative Director (2023 - Present)
Associate Creative Director (2021 - 2023)
Senior Design Manager (2019-2021)

As the Head of the creative design function within the marketing department of a market research software company, I demonstrated a successful track record in driving impactful marketing initiatives.

- Spearheaded collaboration with an external agency, resulting in the development of a compelling creative marketing campaign. The campaign led to an exceptional 40% increase in unaided brand awareness.
- Fostered a culture of collaboration working closely with a team of product marketers, content writers, PR professionals, and ad managers. Through this teamwork, we achieved an impressive teamwide ROI of nearly 2 to 1.
- Nurtured and mentored direct reports to enhance their creative skills and professional growth, fostering a high-performing and motivated team.
- Redesigned company website to better capture, nurture and track MQLs. Created an SEO optimized knowledge hub to position Lucid as the leader of the industry that helped position the company for a \$1 Billion dollar acquisition.
- Led the revision of the entire company's brand structure in collaboration with content writers and product marketers. Developed comprehensive guidelines for social media, collateral, trade shows, and internal presentations, ensuring brand consistency and alignment.

FSC Interactive

Senior Multimedia Designer (2016-2019)
Graphic and Web Designer (2015-2016)

Senior creative member of team of designers and copywriters. Lead team members to create digital marketing solutions for a wide range of clients

- Conceptualize and schedule editorial calendars for client social content coordinating with freelance photographers and giving creative direction for monthly photoshoots.
- Played lead creative role in Local Lens campaign across New Orleans Tourism social accounts. Campaign was awarded best-in-show, Social media at 2019 New Orleans Addy Awards.

Innovative Advertising

Graphic Designer and Video Editor (2009-2015)

Member of creative design team creating solutions for a broad portfolio of clients

- Designed and directed artwork for packaging, photography, and video for launch of Abita Wrought Iron IPA. Campaign won Best of Show Overall Addy at 2015 New Orleans Addy awards
- Collaborated with team of designers to create new branding solutions for multiple clients. Including complete rebranding of product line packaging, website, and marketing collateral for Abita Brewing company.

📍 43 Olympic Dr
Leicester NC 28748

📞 (504)662-4203

✉ daverotman@gmail.com

🌐 daverotman.com

Education

2008

Northern Arizona University,
BFA in Visual Communications,

*Dual Emphases in Graphic
Design and Computer Imaging*

2022

IdeoU

Leading for Creativity

Certificate

Client List

Lucid

Cint

Abita Brewing Company

Blue Cross Blue Shield
of Louisiana

Chevron

New Orleans Convention
& Visitor Bureau

Sazarac Company

Swerve Sweetner

Tales of the Cocktail

VooDoo BBQ and Grill

Awards

Best of Show, Social Media

2019 Addy Awards

Local Lens campaign

Best of Show, Overall

2015 Addy Award

Wrought Iron IPA