



WILLIAM BIWER

Creative Director | Minneapolis, MN | 414.628.5542 | billbiwer@gmail.com | whereiputstuff.com

WORK EXPERIENCE

RAZR/M_LAB, Minnetonka, Minnesota

Marketing technology company working across financial, healthcare, and retail industries.

Creative Director 10/2021 - Present

- Oversee all creative work across 10+ brands and clients like Medtronic and Georgia-Pacific to ensure alignment with strategy, creative briefs, brand guidelines, and optimization against behavioral science.
- Work with strategy and creative teams to develop data and insight-driven ideas from concept brainstorming to production.
- Execute and ensure consistency of national and local campaigns consisting of 50+ tactics like incremental displays, retail media, and microsites for clients such as Brawny and Wonder Bread.
- Partner with vendors on web development, photo/video shoots, and other large-scale projects.
- Manage and mentor creative team members comprising of art directors, copywriters, and graphic and production designers.

Associate Creative Director 06/2015 - 10/2021

- Activated brands like HTH Pool Care, Prairie Organic Spirits and Western Union through award-winning multi-experiential campaigns with in-store and out-of-home, websites and social media, and video and motion graphics tactics.
- Brought brands to life with seasonally relevant messaging that increased growth 72% at one of America's largest retailers.
- Developed and ran an in-house photo and video studio to create ownable brand content that produced over 6-million views.
- Created an organizational structure to work successfully across multiple projects for numerous brands on similar timelines.
- Presented work and sold in campaign ideas to over 50 clients and key stakeholders.

MarketingLab, Minneapolis, Minnesota

Shopper marketing agency specializing in in-store, digital, and social media to drive conversion.

Interactive Designer 02/2009 - 06/2015

- Designed UI and UX creative and wireframes across websites and mobile apps.
- Created 100+ engaging CRM emails and content optimized to boost open and click-through rates.
- Developed digital solutions at the forefront of mobile-first and responsive design practices.

PREVIOUS EXPERIENCE

Terra Firma Clothing **Co-Owner / Lead Designer** 07/2009 - 12/2016

Voila! Media Group **Web Designer** 01/2008 - 10/2008

Sefar Printing Solutions, Inc. **Graphic Designer** 06/2005 - 12/2007

SKILL SET

Creative Direction and Strategy, Brand Development, Ad Campaigns, Art Direction, Website Design, Paid and Organic Social Media, Content Development, Photo and Video Shoots, Video Production and Editing, Creative Mentoring and Developing

Tools and Software: Adobe Creative Cloud: Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro, Lightroom, and Figma. Front-end HTML, CSS and basic knowledge of Javascript and PHP, Photography and Video.

EDUCATION

University of Wisconsin-Stout: Bachelor of Fine Arts: Concentration: Graphic Design & Multimedia Design