



HELLO I'M **CREATIVE DIRECTOR**

WES TESKA



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MY PROFILE:

I'm an award-winning Creative Director with an extensive background in branding and social media. I've worked in several amazing cities around the country, including Charleston, SC, Los Angeles, CA, Indianapolis, IN, and Portland, OR. Aside from work, I'm an avid fan of the Detroit Tigers and professional wrestling.

WORK FEATURED ON:



WORK EXPERIENCE

May 2022 - Present

FREELANCE CREATIVE

Fort Wayne, IN

March 2019 - May 2022

CREATIVE DIRECTOR

Cyclone Social, Fort Wayne, IN

October 2015 - March 2019

CREATIVE DIRECTOR

Alpha Media USA, Portland, OR

April 2014 - October 2015

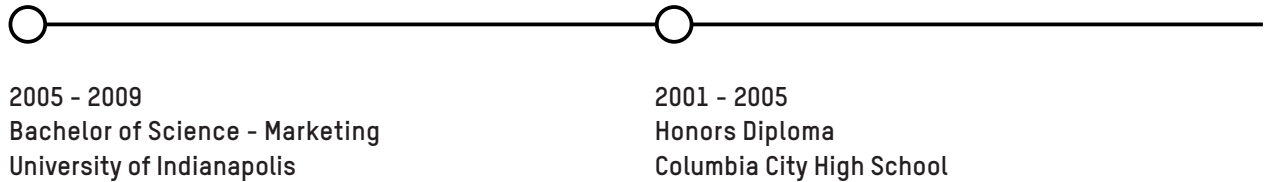
CREATIVE DIRECTOR

New Point Digital, Charleston, SC

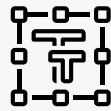


- Developed brand identities & supporting assets for clients (MLB & NFL)
- Produced an entertainment podcast with guests including: Harry Styles, Demi Lovato, Ed Sheeran, Lizzo, Charlie Puth and other Top 40 artists
- Worked with the NBA on a project to showcase special "City Edition" uniforms and warmups for the 2022 season
- Rebranded several high school and university athletic departments
- Optimized creative efforts achieving #1027 on Inc. 5000's fastest growing private companies with a 451% revenue increase over three years
- Managed in-house and freelance videographers, photographers, graphic designers and production artists
- Planned content strategy and designed client websites, landing pages, print design, social media ads, motion graphics and videos
- Rebranded 20+ radio stations including logos, signage, vehicles, and all promotional touch points
- Recruited national creative talent and successfully built an award-winning team of graphic designers and videographers
- Designed unified website CMS, eliminating \$1.8 million worth of unnecessary digital contracts annually
- Initiated a focus on higher education clients landing contracts with the Citadel, SC State, SC Upstate
- Built and maintained vendor relationships
- Designed client creative including social media ads, display ads, website design, print design, and billboards

EDUCATION



SKILLS & SERVICES



LOGO DESIGN



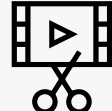
BRANDING & IDENTITY



WEB DESIGN

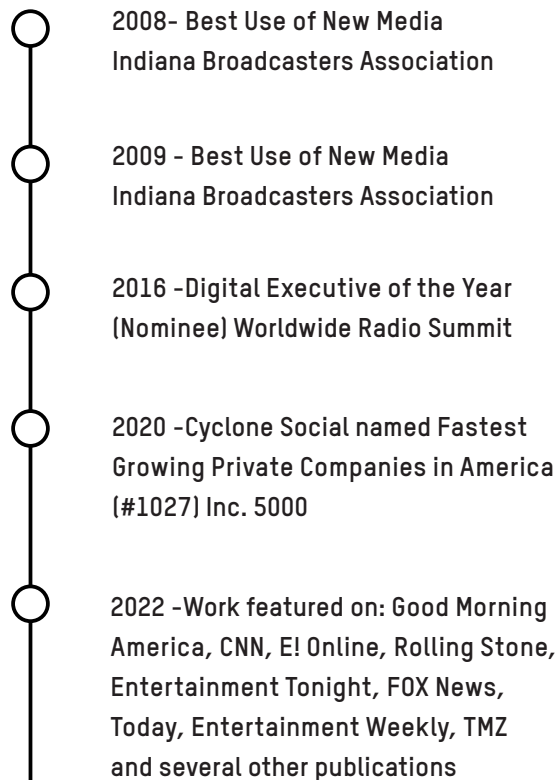


DIGITAL MARKETING



VIDEO EDITING

AWARDS & RECOGNITION



PROFESSIONAL REFERENCES

