



HELLO I'M **CREATIVE DIRECTOR**

WES TESKA

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

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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. I'm currently the Creative Director for Cyclone Social, a social marketing agency in Fort Wayne, IN. Aside from work, I'm an avid fan of the Detroit Tigers and early 1990's professional wrestling.

Work Experience

March 2019 - Current

Creative Director

Cyclone Social, Fort Wayne, IN

- Led 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

October 2015 - March 2019

Creative Director

Alpha Media USA, Portland, OR

- 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

April 2014 - October 2015

Creative Director

New Point Digital, Charleston, SC

- Led initiative to 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

May 2010 - April 2014

Digital Marketing Director

Oasis Radio Group, Fort Wayne, IN

- Industry-leading creative work won "Best Use of New Media" from the Indiana Broadcaster's Association in 2008 and 2009
- Conceptualized and helped execute nationally recognized radio promotions with multiple features on AllAccess.com
- Executed all company creative tasks including videography, photography, graphic design, and web design

Education

2005 - 2009

Bachelor of Science - Marketing

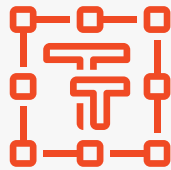
University of Indianapolis

2001 - 2005

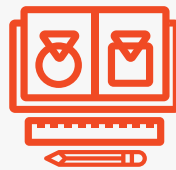
Honors Diploma

Columbia City High School

Skills & Services



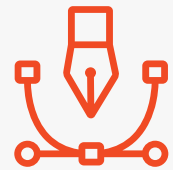
Logo Design



Branding



Web Design



Illustration

Awards & Recognition

- 2008- **Best Use of New Media**
Indiana Broadcaster's Association
- 2009 - **Best Use of New Media**
Indiana Broadcaster's Association
- 2016 -**Digital Executive of the Year (Nominee)** Worldwide Radio Summit
- 2020 -Cyclone Social named **Fastest Growing Private Companies in America (#1027)**
Inc. 5000

Interests

- 1990's Pro Wrestling
- Fitness & Nutrition
- The Office
- The Ohio State University
- Detroit Tigers
- Detroit Pistons
- Detroit Lions
- Montreal Canadiens

Professional References

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