



# CASEY DEJA

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 casey-deja

Highly accomplished creative leader with 20+ years of experience driving brand strategy, compelling visual storytelling, and measurable business outcomes. I excel at translating brand vision into breakthrough creative direction, content strategy, and scalable communications across print, digital, and experiential channels. Passionate about guiding purpose-driven work, I build and empower high-performing, cross-disciplinary teams to innovate, collaborate, and deliver impactful results. My expertise includes orchestrating agency transformation, cultivating client-first partnerships, and aligning creative execution with business objectives to engage audiences, fuel growth, and inspire confidence. I thrive in values-led cultures that champion curiosity, respect, and collaboration, and I am eager to help write the next chapter of a company's brand story.

## SKILLS

### • Business & Revenue Growth

- Revenue growth
- Business development
- Cost savings initiatives
- Operational scaling

### Leadership & Management

- Team leadership & management
- Cross-functional collaboration
- Talent development
- Global team coordination

### • Industry & Client Focus

- B2B/B2C marketing
- Global brand leadership
- Integrated marketing campaigns
- Client relations

### Creative & Design Skills

- Creative strategy & direction
- Visual storytelling
- Brand development

### • Technology & Tools

- Adobe Creative Suite expertise
- Digital design tools (Figma, etc.)
- Microsoft office suite
- Project management tools

### Project & Operations Management

- Project management
- Resource planning
- Budget management
- Vendor management

# WORK EXPERIENCE

## ZEBRA TECHNOLOGIES

### Senior Creative Director

Sept 2023 - Present

### Creative Director

Dec 2019 - Sept 2023

#### ● Creative Team Leadership

Spearheaded and mentored a cross-disciplinary, global team of 15 creatives, encompassing video production, animation, copywriting, art direction, design, and production.

Championed talent development, strategic staffing, and scalable operations to optimize team performance.

#### ● Agency Transformation & Optimization

Orchestrated the rebranding and restructuring of the creative services group, transforming it into a fully functional in-house agency, Twenty6 Studios (2019-2020).

Delivered significant cost efficiencies, realizing \$1M+ in external cost savings in 2024.

#### ● Global Brand Stewardship

Directed a multi-faceted, \$4M+ global rebrand for Zebra.

Managed comprehensive vendor selection, budget oversight, and complex multi-workstream coordination, ensuring on-time delivery and strategic alignment with executive leadership.

#### ● Revenue Generation & Growth Strategy

Drove substantial agency revenue growth of 330% over five years, reaching \$4.2M in 2024, with a projected 20% increase in 2025.

Pioneered business development initiatives and formulated the agency's 3-5 year strategic growth roadmap.

#### ● Offshore Production & Efficiency

Developed and executed a compelling business case and strategy for an offshore production team.

Generated \$900K in new revenue and slashed turnaround times by 65%.

#### ● Resource Management & Capacity Planning

Oversaw comprehensive staffing, resource allocation, and vendor management for over 400 projects annually.

Optimized team capacity and informed long-term growth forecasting.

#### ● Client Engagement & Partnership

Cultivated and nurtured senior-level client relationships, ensuring exemplary satisfaction.

Proactively identified strategic partnership opportunities that aligned with the agency's strategic roadmap.

## BEAM SUNTORY

### Associate Creative Director

May 2011 - April 2019

### Senior Art Director

April 2008 - May 2011

● As a founding member of PROOF, Beam Suntory's internal creative agency, I was instrumental in driving significant cost efficiencies, achieving a 25% reduction in external spend while elevating and maintaining exceptional creative standards. I architected and deployed streamlined workflow methodologies and optimized design processes, resulting in enhanced operational efficiency across the creative team.

I spearheaded the art direction for high-impact photography shoots, spanning both global and regional markets, for diverse applications including immersive brand environments, innovative new packaging, and compelling communications. My contributions included conceptualizing and executing 360-degree creative campaigns that seamlessly integrated across a multitude of channels. This encompassed packaging innovation, impactful point-of-sale displays, sophisticated brand development, dynamic digital media, engaging collateral materials, and strategic on- and off-premise programs.

Through robust collaboration with cross-functional stakeholders, I delivered fully integrated national campaigns that resonated powerfully across diverse regional markets, consistently accelerating brand growth and surpassing key performance indicators (KPIs).

Key brands within my portfolio include: Jim Beam, Canadian Club Whisky, Sauza Tequila, Cruzan Rum, Courvoisier and DeKuyper.

## PUBLICATIONS INTERNATIONAL

### Art Director

Aug 2004 - Apr 2008

● Specialized in children's book publishing, where I provided extensive Photoshop expertise for animations within the electronic books division. I also conceptualized and developed innovative product designs for the special markets department.

## WORK EXPERIENCE

### EIRE DIRECT MARKETING

**Art Director**

Aug 2004 – Apr 2008

- Directed the full lifecycle of results-driven direct mail campaigns for a diverse portfolio of prominent national clients, such as BP, Ford, and the American Bar Association.

Championed brand integrity by overseeing logo identity evolution and implementing rigorous design guidelines to ensure visual consistency across all multi-channel marketing efforts.

Managed creative deliverables from concept to production, ensuring brand alignment and on-time, on-budget delivery.

### BLYTH HOMESCENTS

**Art Director**

Nov 2003 – Aug 2004

- Functioned as the lead designer for Colonial Candles, Blyth's premium brand, managing end-to-end design projects from ideation to production.

Orchestrated comprehensive creative and production workflows, fostering effective communication and collaboration among internal teams, vendors, and clients.

Provided strong art direction for photography sessions and executed impactful designs for a wide range of materials, including marketing collateral, retail signage, product packaging, and new product development initiatives.

Managed a pool of creative freelancers, leveraging their expertise to enhance project delivery and ensuring all designs met stringent brand standards and market demands.

### AQUENT

**Graphic Designer**

Jul 2002 – Oct 2003

Aug 2000 – Jul 2001

- Freelanced for a diverse portfolio of agencies, design studios, and corporations, consistently delivering high-impact design solutions across multiple sectors and industries.

#### Sanford

Developed and produced comprehensive point-of-sale (POS) materials, compelling sell sheets, impactful signage, and innovative packaging for iconic consumer brands including Sharpie, Paper Mate, and Expo.

#### Grainger

Led and managed freelance creative teams in the streamlined production of extensive catalogs, ensuring peak efficiency and meticulous attention to detail throughout the entire process.

#### Paterno Imports

Conceptualized and designed distinctive logos, engaging illustrations, premium packaging, and strategic marketing collateral for their prestigious international wine portfolio, featuring renowned brands such as Santa Margherita Pinot Grigio, Rutherford Hill, and Chimney Rock.

Significantly enhanced brand recognition and drove customer engagement through compelling visual narratives.

### ADVOCATE HEALTH CARE

**Graphic Designer**

Jul 2001 – Jul 2002

- Developed and executed a wide range of print and digital marketing materials for critical fundraising and marketing initiatives across Advocate Health Care's extensive network of hospitals and healthcare affiliates.

Managed the complete design project lifecycle from initial concept to final delivery, consistently adhering to strict budgetary guidelines while maintaining high creative standards.

Designed high-impact communications, including gala invitations, sophisticated event programs, targeted direct mail campaigns, informative brochures, and comprehensive reports, effectively supporting key organizational objectives.

Pioneered and implemented an efficient project file archival system, significantly improving team workflows and enhancing project tracking capabilities.

### GEAR FOR SPORTS

**Graphic Designer**

Jun 1998 – Jun 2000

- Oversaw and executed design projects for essential marketing tools, such as product catalogs, national advertisements, informational brochures, and sales-driving sell sheets.

Provided creative leadership for photography, coordinating and directing both studio and external location shoots to develop premium, brand-aligned imagery for all marketing and promotional materials.

Ensured visual cohesion and brand integrity across all communication channels, translating marketing objectives into powerful visual stories.

## EDUCATION

- University of Central Missouri  
Bachelor of Fine Arts  
Commercial Art/Graphic Design