

SUMMARY

David is a highly accomplished brand and creative strategy executive with over 20 years of experience in the technology industry, early-stage ventures, the energy sector, and many other categories.

Mr. Barnum's core expertise lies in brand strategy, where he has successfully developed and executed innovative, award-winning campaigns that have expanded market share and increased brand visibility. By leveraging the latest research, he can quickly develop deep insights into market trends and customer needs, allowing him to create messaging that resonates with target audiences and drives business outcomes. His exceptional leadership skills have enabled him to consistently build and manage high-performing teams to drive revenue growth for clients and agencies.

EXPERIENCE

Senior Director of Creative Strategy & Insights, WE Communications, June 2022 - July 2023

- Lead creative strategist for Microsoft accounts including: Bing/AI launch, Cloud Services, Azure, Quantum computing, Employee Comms (focus on Responsible AI Principles and Occupational Health & Safety)
- Leverage custom social and media analytic data and other data sources (e.g. Gartner, TalkWalker GWI, Morning Consult) to develop market insights to inform strategic creative programs that meet business goals.
- Clients Include: Microsoft, Intel, Cisco, Bittrex, General Mills

Senior Director of Strategy, Essense Partners, October 2019 - June 2022

- Lead engagement and guide strategy development for key accounts
- Lead development of 360 campaigns including web sites, digital advertising, social content, app development, traditional media (OOH/Print) and branded environments
- Support new business development and manage RFP submissions
- Led strategic development of 360 campaign for Souther California Edison Energy efficiency program.
- Develop thought leadership content for the firm and sector

Clients: SCE, NY Power Authority, NYSEDA, Pike Energy, HECO, other public power authorities.

Principal of Brand Strategy, Giant Shoulders & Co., Sept 2017 - Oct 2019

- Built key account relationships and increased year over year revenue by 50%
- Co-created branding methodologies and workshop models to make high quality, strategic branding and digital product development more accessible to small and medium businesses
- Lead new business presentation and RFP responses
- Lead strategy for e-commerce, social media, mobile, marketing and other digital campaigns.
- Senior Creative Director and Copy Editor

Clients: Luma Sleep, Assa Abloy, Nekoosa Holdings, Beautiful Day, Sealed Homes, Signal Works Architecture, Glamourpuss NYC, Brave Venture Labs, Bowery Mission, Bridge Street Properties, and Civic Hall.

Chief Creative Officer, Wasabi Rabbit, 2013 - 2016

- Led and managed creative and development teams for digital marketing services agency
- Expanded creative services and web development capabilities
- Manage staffing talent
- Drove strategic direction as part of executive leadership team
- Increased agency revenue by 35%

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- Strategy and creative lead for comprehensive brand refresh and enterprise web site redesign for Hughes Corporation.
- Lead creative for B2B and B2C content marketing programs

Clients: USAA, Hughes Corporation, Sysomos, Olmsted Foundation, MAS Fem Care & IOT Athletic Wear, Stellex, Algonquin Hotel, Concordia College, Defense Mobile, Veterans Cannabis Project, and Blue Metal

Creative Director & CEO, Barnum Design, 1996 - 2013

- Evolved the business from a retail and packaging design studio into a brand strategy and digital design consultancy with 12 full time employees and \$2.1 mm in annual billings.
- Successfully exited via merger with digital marketing agency Wasabi Rabbit
- Developed and grew a diverse client base including both B2B and B2C clients
- Designed a systematic brand strategy and brand development process
- Led design, fabrication and installation of dozens of exhibits for U.S. and International trade shows
- Designed and developed packaging and retail P.O.S. programs for major U.S. retail chains and brands

Clients: TED, Allied Minds, Emergent Technologies, dupure, Sherle Wagner, Road Master, Reed Exhibits, Therapedic, Sealy, Nautica, Resolute Racing, Sunbeam, Bed, Bath & Beyond, AIGA, Macy's, Inc, Sharper Image, Museum of Discovery & Science, and numerous early stage and SMBs

Associate Creative Director, One World Marketing 1992 - 1996

- Developed a multitude of high response-rate, direct marketing programs for the travel industry
- Lead design director on all agency accounts

Clients: Delta, American Express, Alamo, Certified Vacations, Lazarra Yachts, The Super Yacht Society Fort Lauderdale Boat Show, Blockbuster Video, Norwegian Cruise Lines, American Body Building Products, Solgar Vitamins, Pur, RoadMaster Bikes, and NorWest Mortgage

Senior Art Director, AdTech Communications 1990 - 1992

- Led the expansion of the agencies digital capabilities
- Design lead on key accounts

Clients: Ivax, Stiefel Pharmaceuticals, Vision-ease, Intra Optics, and Weck Surgical

Senior Art Director, Barnum Communications 1981-1990

- Beginning as a production artist, rapidly assumed lead creative role for several key accounts.
- Conceived, advocated for, built and led in-house digital studio (before the internet!).
- Earned numerous creative awards for Pharmaceutical and Biomedical marketing work
- Managed transition and eventual sale of the agency after the death of the founder. Maintained key accounts, recruited new talent, developed new profit centers, and stabilized the business
- Clients Included: DuPont, Boehringer Ingelheim, Boehringer Mannheim, Glaxo, and Pfizer

EDUCATION

1985 Florida Southern College, BA Fine Art (concentration in drawing & painting)
Continuing education at Rensselaer Polytechnic Institute and Parson's School of Design

AVOCATIONS

Martial Arts: 5th Dan (Kyoshi) Seido Karate. Cycling (road and indoor) Hiking, Sailing, Scuba, Painting & Drawing, Gardening, and Cooking

BARNUM