Cincinnati, Ohio | 239-595-6644 | jon@nedry.com | linkedin.com/in/jonnedry | HireJon.com

**Experienced Creative Director / Creative Leader**

Creative Team Leadership | Brand Identity Tools | Creative Processes & Tools | Print & Digital

Seasoned creative leader with a proven track record managing and producing print and digital design, video, and photography; with an emphasis on branding and identity systems. More than two decades spent building and leading dynamic creative teams, developing creative strategy, and producing great design on schedule and under budget. Special emphasis on identity standards and tool to improve creative consistency and efficiency while dramatically impacting adoption and utilization of on-brand assets and materials. Areas of expertise include:

Brand Standards | Creative Strategy & Leadership | Strategic Direction | Presentation | Coaching | Storytelling
Brand Architecture | Team Management | Presentation Skills | Adobe Creative Suite | Python Scripting (for automation)

**Professional Experience**

Bon Secours Mercy Health, Cincinnati, OH

System Director, Creative Services *December 2017 – November 2020*

Oversaw development and management of creative for 52-hospital, $8B healthcare system. Refined brand for both Mercy Health (38 hospitals) and Bon Secours Health (14 hospitals) systems. Developed strategy for empowering users across the system to customize on-brand communications with minimal creative oversight. Deployed tools, including digital asset management (DAM), job tracking/workflow, self-serve templates and variable data capabilities. Managed a library of brand guides, process documents and assets to further ensure that a variety of users could create strong creative assets without excessively taxing a very lean creative team.

**Key Achievements:**

* Built new, centralized creative function after marketing reorganization resulted in elimination of all prior creative roles.
* Led team brainstorming, ideation and directed creative strategy for six major corporate brands.
* Conducted research as well as negotiation with vendors to develop and deploy tools in support of creative strategy.
* Managed integration of two creative groups after a merger. Led team that identified more than $2M in savings by consolidating creative partners and renegotiating contracts.
* Guided agency partners to develop omnichannel brand and service line campaigns.

Ensemble Health Partners, Huntersville, NC & Mason, OH

VP, Marketing and Brand *June 2015 – February 2017*

Created and led marketing, branding and associate engagement efforts at revenue cycle startup during period of exponential growth. Responsibilities included marketing, internal communications, public relations, recruiting support, web development, branding, and related functions. Transformed the Ensemble brand from one with a loose, generic identity to a consistent, innovative and fresh brand system more in line with the company’s actual values and aspirations.

**Key Achievements:**

* Directed rebranding effort including logo design, signage, web redesign and conversion of all materials.
* Developed *The Ensemble Difference* – an employee engagement program emphasizing key principles of Ensemble’s values; clearly defining expectations of associate performance, as well as what associates should expect from leadership.
* Leveraged the principles of *The Ensemble Difference* to create a series of massive wall “wraps” that covered thousands of square feet of the walls in Ensemble’s new office space, further emphasizing and reinforcing organizational values.
* Developed and executed a series of communications and employee events after Ensemble was acquired by Mercy Health. Communications included videos, emails, a web site, and employee town halls.
* Participated in leadership activities as a member of the Ensemble Health Partners Leadership Team.

St. Luke’s Cataract & Laser Institute, Tarpon Springs, FL

Director, Marketing and Creative Services *September 2014 – May 2015*

Led all marketing functions at one of the nation’s top ophthalmology practices. Responsibilities included managing a budget exceeding $1.4 million, multiple web properties, social media, brand management and a six-person marketing team as well as serving on the executive leadership team.

**Key Achievements:**

* Led team tasked with implementation of patient portal in order to meet Meaningful Use requirements.
* Collaborated with vendor partners to redesign St. Luke’s web site. Used data-driven insights to focus design and shape strategies based on prior visitors and key target audience.
* Spearheaded the formation and leadership of a team composed of core management tasked with improving market share. Led the senior leadership team to develop multiple approaches including patient retention, B2B physician outreach, improved patient experience and other strategic initiatives.
* Conducted audit of marketing tools and researched and developed new technology strategies to support a more data-oriented approach to marketing.
* Developed set of key performance indicators (KPIs) as well as a suite of reports, statistics and feedback mechanisms to track marketing and strategic effectiveness.

Health Management Associates, Naples, FL

Director, Creative Services and Marketing *October 2009 – March 2014*

Managed internal and external resources to develop strategic creative solutions for a diverse range of brands, including 20 corporate brands, 71 hospitals and hundreds of physician clinics and practices.

**Key Achievements:**

* Developed two new health system brands (Tennova Healthcare –a six hospital system in Knoxville, Tennessee and Bayfront Health — a seven hospital system in St. Petersburg, Florida) and supporting launch campaigns, resulting in dramatically higher consumer awareness supported by a modern, clean and focused brand identity.
* Researched, developed and implemented print-on-demand (POD) systems to eliminate waste and dramatically reduce turnaround times on creative materials for 71 hospitals.
* Oversaw creative development of more than 100 web properties. Acted in a supporting role with technology vendor to review and direct wireframes, UX strategies and other key components of web development.
* Developed creative, including web sites, online ads, email, direct mail, outdoor, print ads and other printed materials.
* Worked with vendor partner to develop email templates, intranet pages, and other digital tools for more effective internal communications.
* Managed creative strategy and ongoing evolution of hospital brands. Updated logos or identity systems for as many as ten hospitals or healthcare systems each year.

AMN Healthcare, San Diego, CA

Director, Creative Services *May 2007 – December 2008*

Directed all aspects of creative strategy and execution for a broad range of print and web communications. Managed team of designers, freelancers, and outside agencies to achieve marketing objectives. Worked closely with internal stakeholders to achieve high-impact creative execution.

**Key Achievements:**

* Directed redesign of multiple web sites to improve branding, impact and effectiveness.
* Implemented “new” variable data and digital/on-demand printing technologies to reduce annual costs by more than $100,000, while improving the quality and impact of marketing materials.
* Developed email and online ad campaigns to support new or re-launched sites.
* Led team to develop and implement new workflow processes, with clearly defined roles and responsibilities.
* Managed combined print and design budgets of more than $1 million.

**Education**

Saint Leo University - B.A. Business Administration with Marketing Specialization - Summa Cum Laude
University of Michigan – Python 3 Programming Specialization