



ALLEN OLIVER

EXPERT DESIGNER & LEADER FOR B2B & B2C MARKETING PLATFORMS

770.298.1238 • allenoliver@gmail.com • [linkedin.com/in/allenoliver](https://www.linkedin.com/in/allenoliver) • o2designworks.com

SUMMARY

Results-oriented Creative Director with more than 17 years of concepting, developing, designing, and launching complex B2B & B2C design and marketing solutions. Created visual identities for top growing startups and their clients that generated 50% growth in revenue for their business.

KEY ACHIEVEMENTS

REVITALIZING BRANDS

Reinventing brands for struggling businesses to fuel new growth and revenue goals.

BUILDING RELATIONSHIPS

Understanding stakeholder needs to help grow their reach and help them become the hero in their story.

EXCEEDING EXPECTATIONS

Working hard to see the company go from a single client to 47 clients in just 2 years.

PROFESSIONAL EXPERIENCE

2021 - PRESENT

CREATIVE DIRECTOR

HASTEN MARKETING • KENNESAW, GEORGIA

- Accelerating outbound sales cycle by 400% by designing and implementing customer acquisition platforms to create inbound leads.
- Creating visual collateral for the execution and deployment of complex marketing plans to reach strategically planned demographics and customers.
- Maintaining brand guideline adherence for our portfolio of clients while leading Project Managers, Web Developers, Junior Designers and interns on our team.
- Curating and delivering monthly marketing reports to clients.
- Working in a cross-channel, fast paced 100% remote environment to see stakeholders achieve new goals in their businesses.

2018 - 2021

WELLNESS COACH / ENTREPRENEUR

WELL OILED DAD • MORELAND, GEORGIA

- Launched a multi-channel brand to educate and empower men in wellness solutions.
- Led our network marketing organization of 2000+ monthly customers and team leaders
- Sold our house and bought a vintage Airstream trailer for my wife and family to spend one year traveling around the United States and exploring National Parks.
- Renovated and completely rebuilt a 1977 Airstream travel trailer in 24 months.
- Spent over 30 days (cumulative) at Walt Disney World with my wife and daughters.
- Developed a love for smoking meats (brisket in particular).
- Gained a fresh perspective on taking an idea from concept to completion.

2012 - 2018

ART DIRECTOR / LEAD GRAPHIC DESIGNER

FBCW • WOODSTOCK, GEORGIA

- Protected and grew the brand of a mega church (average 5000+ weekly attendance).
- Created the aesthetic for all major (and minor) campaigns and events throughout the year.
- Oversaw a nimble team of creatives, illustrators, and interns.
- Partnered with 30+ organizations within the church by offering creative services for their events and campaigns. Brainstorming meetings included working with a range of folks from volunteers to senior/executive staff members.
- Oversaw the launch of three satellite campuses and the creation of all branding and design collateral needed to fit the unique features of each location.
- Resourced with in-house production team for printing needs, as well as out-of-house vendors for large-scale printing/media needs.
- Provided content and direction for social media interns.

2009 - 2012

CEO & PRINCIPAL DESIGNER

o2 DESIGNWORKS • WOODSTOCK, GEORGIA

- Designed various printed materials such as advertisements, newsletters, business cards, and marketing collateral for individuals, B2B and church platforms.
- Specialized in branding development of churches and businesses.
- Developed and designed web pages for functionality and visual appearance.
- Connected with clients to plan projects, discuss proofs, and work through the editing process.
- Created layouts, setups and ordered print materials to printing specifications.

2006 - 2009

DIRECTOR OF COMMUNICATION & MEDIA

WINGS GLOBAL OUTREACH • ACWORTH, GEORGIA

- Successfully rebranded the entire organization for the first time in their 20 year history.
- Launched a new website and performed ongoing maintenance.
- Created strong visual identity for all print, video, and media outlets.
- Established effective communication tools for maintaining engagement with donors.

EDUCATION

1998 - 2003

BACHELOR OF ARTS IN MUSIC

BAPTIST BIBLE COLLEGE & THEOLOGICAL SEMINARY • SPRINGFIELD, MISSOURI

SKILLS

LEADERSHIP

MANAGEMENT

BUDGET PLANNING

BUDGET MANAGEMENT

ADOBE CREATIVE SUITE

BRAND MANAGEMENT

WEB DESIGN

WORDPRESS

SOCIAL MEDIA MANAGEMENT

SOCIAL MEDIA MARKETING

EMAIL MARKETING

ON-LOCATION FILMING

VIDEO PRODUCTION

MICROSOFT OFFICE 365

ASANA