



# BUCKI ROGERS

CREATIVE DIRECTOR / BRAND STRATEGIST

## PROFILE

- Drive creative marketing and brand strategy through print, digital, media, broadcast and customer experience for multiple nationwide industries.
- Foster a creative environment that inspires innovative ideas and delivers core brand attributes.
- Architect innovative concepts and align clients to integrate multiple brands and maximize portfolio value.

## EXPERIENCE

### CREATIVE DIRECTOR & BRAND STRATEGIST

Bucki Rogers Design | Atlanta, GA & Dallas, TX | 2013 - Present

- Lead integrated creative solutions and connected experiences through static and digital mediums for regional, national and multi-national brands across wide range of industries.
  - Establish creative marketing objectives based on consumer analytics and product data.
  - Manage internal and external creative teams, including art directors, digital/web designers, photographers, graphic artists and copywriters for digital, e-commerce, retail and print channels.
  - Ensure the creative strategy is relevant to consumers and positions the brand for future growth.
- Drive and steward brand identities for restaurant groups, real estate, commercial developers, financial/banking, CPG, food/beverage, nonprofits and retail.
- Ignite and optimize creative promotions which allow for business growth and consumer value.
  - Increased food/beverage sales 21% through mixed print promotions and digital marketing, leading to 113% rise in social media activity for Hoffbrau Steak & Grill House.
  - Led external creative and digital team to relaunch a 40-year-old concept, increasing store sales 20% the first year through targeted digital advertising, social media boosts and traditional print advertising.
  - Delivered 12-month sales increase from -7% to 23% across ten Jakes Burgers & Beer locations through high-impact creative promotions and marketing collaboration with national beverage partnerships.

### DIRECTOR OF CREATIVE AND MARKETING


Institution Solutions, Inc. | Richardson, TX | 2008 - 2012


- Led creative team in design, innovation, concepting and execution of advertising and promotional campaigns for insurance products offered by 300+ national financial institutions and associations.
  - Set creative vision for managing brand architecture, product naming strategy, co-branding tools and creative project management.
  - Partnered with Advancial FCU, Alaska USA FCU, Security Service FCU, Texans CU and TD Bank.
- Executed creative strategies for B2B/B2C direct response campaigns and implemented quarterly financial projections for a \$1.2 million annual marketing budget that saved over 30% company wide.
- Developed actionable insights from data, analytics and research.
- Partnered with executive, account, digital and production teams to elevate client, consumer and business pitches to leverage strategy, budget and innovation.


### DIRECTOR OF CREATIVE, MARKETING AND COMMUNICATIONS

Dallas Cup - International Youth Soccer Programs | Dallas, TX | 2004 - 2008

- Designed advertising strategies to raise spectator awareness and increase corporate sponsorships.
- Optimized demand generation programs and developed new campaigns to grow total fan base measured by digital, live stream, in-person participation, players, followers, etc.
- Led national and international youth-sports-specific creative campaigns for the rebranding of Dallas Cup along with cross-brand marketing with top-tier sponsors.
- Secured over \$200,000 in annual corporate sponsorships from Adidas, Dallas Visitors Bureau, Dr Pepper, North Texas Tollway Authority, American Airlines, Double Tree Hotels, etc.

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## SKILLS

- Graphic design, brand strategy
- Digital media design
- Creative brand storyteller
- Web content & design
- Presentations
- Social media communications/design
- Advertising promotions
- Business development
- Cross-functional leadership
- Multi-channel marketing
- Project management
- Photo shoot direction
- UX/UI conceptual design
- Analytical problem-solving
- Adobe Creative Suite
- Microsoft Office
- Keynote, Sketch, Slack, Basecamp, etc.

## EDUCATION

BACHELOR OF ARTS,  
DESIGN COMMUNICATIONS  
Texas Tech University, Lubbock, TX



## AWARDS

Advertising Club of Fort Worth, Gold  
Advertising Club of Fort Worth, Silver  
Advertising Club of Fort Worth, Silver  
Summit International Awards, Gold  
Summit International Awards, Bronze  
CUNA National Awards, Silver  
CUNA National Awards, HM  
Dallas Illustrators Society, Silver  
McSam Award (Dallas Builders), Gold

## INDUSTRY EXPERIENCE

Advertising/PR  
Bars & Restaurants  
Beer, Wine & Liquor  
Credit Unions  
Education  
Finance/Insurance  
Food & Beverage  
Home Builders  
Non-Profits/Foundation  
Print & Publishing  
Professional Services  
Real Estate  
Recreation/Live Entertainment  
Restaurant  
Retail

## ORGANIZATIONS

AIGA Professional Assoc. for Design  
AAF Birmingham (Alabama)  
Dallas Society of Visual Communication  
United States Golf Association

## EARLY CAREER

### CREATIVE DIRECTOR/GRAPHIC DESIGNER, FREELANCE

Bucki Rogers Design | Dallas, TX | 2003 - 2005

- Developed brands through graphic design, advertising, digital and vendor management for multiple clients across healthcare, food/beverage, city municipalities, retail, financial and nonprofit industries.
- Supported clients including Furr's, City of Frisco, City of Irving, Continental Cabinets, Inc., El Chico, Good Eats, Dallas Cup, Inc., H. D. Vest Financial Services and ISO-Plex Nutrition.

### CREATIVE DIRECTOR

The Beard Agency | Dallas, TX | 1996 - 2002  
SENIOR ART DIRECTOR, 1996 - 1999

- Spearheaded content strategy and delivery for both local and nationwide projects through traditional mediums, brand design, advertising and breakthrough digital technology.
- Managed program budgets and six full-time creative team members plus additional contract designers.
- Designed and executed national creative campaigns including events, POP and environmental/digital media.
- Supported clients including Bassett Furniture Direct, El Chico, Good Eats, Spaghetti Warehouse, Lone Star Park, Bennigan's, Ponderosa Steakhouse and Steak & Ale.

### CREATIVE DIRECTOR

Kearley & Co. | Fort Worth, TX | 1994 - 1996

- Designed national B2C promotions for financial institutions through multiple integrated brand solutions.
- Partnered with ALCON Surgical Labs, Georgia Federal Credit Union, Space Coast FCU and Texans CU.

### CREATIVE GROUP DIRECTOR

Qualex, Inc. | Durham, NC | 1991 - 1994  
SENIOR ART DIRECTOR, 1991 - 1993

- Structured, recruited and established an in-house creative team providing marketing and advertising services for multiple new brands under the Eastman Kodak Corporation for film and digital processing.
- Drove strategic leadership, ideation and launch of Kodalux processing services in national retail stores.

### ART DIRECTOR

Levenson & Hill Advertising | Dallas, TX | 1989 - 1991

- Collaborated with creative teams generating unique design concepts to uphold brand visual look, feel and messaging across various national brand- and product-level campaigns, enhancing consumer experience.
- Served clients including Baylor Healthcare System, Centex Custom Homes, Church's Fried Chicken, Furr's/Bishop's Cafeterias, KODALUX Processing Services, Tony Roma's Restaurants and Qualex, Inc.