

# Martin Davidson, Enterprise Design Leader & Creative Director

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## About

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Martin is passionate about ideas, technology, and design thinking. A versatile agency- and client-side creative leader with proven success growing people, brands, and businesses; translating strategic objectives into actionable concepts; leading large-scale campaigns and cross-functional teams, and scaling design. • Strategic, results-oriented, successful at prioritizing objectives in competitive, evolving environments. • Dynamic, supportive leader dedicated to delivering excellence in user-centered solutions. • Martin's strength is his ability to synthesize and distill complex information that sets teams up for success. Management style nurtures collaboration, values creativity, problem-solving and agility.

### Areas of Excellence

- hiring, managing, developing creative talent at scale
- creating distinctive brand experiences
- managing and motivating large distributed teams
- collaborative, diplomatic, transparent leadership

## Leadership

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### Key Design Studio at KeyBank, Design Director, Creative Talent

2020 – Today

- Reporting to Enterprise Design Officer, I was hired as Creative Director to oversee UX team then evolved to Director of Design Talent responsible for all staffing functions—building, managing, and developing Studio design team of 30 direct reports, including Product Designers, UX Writers, and strategists at all levels from Associate to Principal.
  - I recruited and hired 26 people in 2022 alone and optimized the hiring and onboarding processes partnering with Key Recruiting, staffing partners, and Studio Operations.
- Instituted proprietary Position Plan (to establish need, expectations, and success metrics) and Product Designer Interview Guide (to standardize and scale interview process)
- Created 5-part Talent Management Program then formalized Development Plans for each individual
- Elevated Studio Net Promoter Score from -7 to +16
- Documented, evaluated, and monitored Skills Inventory and proficiency levels for 50+ design skillsets

### Airtype Studio, Executive Director, Creative & Digital

2018 – 2020

- Repositioned studio beyond design and led 22 developers, designers, producers and strategists in 2 bi-coastal offices.
- Instituted process improvements for project estimating, website development planning, social media planning and content development, brand strategy, creative development, and data analytics.
- Introduced employee professional development to chart paths for individual progress.
- Led contract/budget negotiations and account direction for new clients Wake Forest University, Legna Software, RSA.

### Krispy Kreme Doughnuts, Inc., Global Creative Director

2014 – 2017

- Reporting to CMO, responsible for driving creative excellence across Krispy Kreme's global product marketing to ensure brand momentum worldwide and achieve domestic sales goals.
  - My creative leadership was essential to Krispy Kreme having 3 of its top 5 sales days in 2016, and being named Digital Campaign of the Year by *Advertising Age* magazine.
- Established, maintained, and promoted design guidelines and standards,
- Managed relationships and championed creative development of external digital, design, and creative agency teams.
- Direct responsibility for building out and leading internal, multi-functional creative team of digital designers, project managers and production to execute brand communications and social content that put users at the center.
- Mentored and guided professional growth and skills development of design team.
- Collaborated with stakeholders in Operations, Research, CPG, Licensing, Fundraising, Real Estate, Franchise Development, PR/Corporate Communications, Human Resources, Supply Chain, Training and Product Development to raise the bar for design knowledge and ensure consistent customer experience across global markets.

## Milestones:

- Conceived new brand platform Crave and launch strategy adopted by global franchise partners
- Replaced Marketing Request Form with Brand Experience Brief to generate results-oriented, culturally-relevant creative
- RFP development, review, and selection team for both global digital agency & global brand design agency partners
- Identified and implemented global Digital Asset Management system to centralize creative assets and streamline promotion ordering and production for US and EMEA markets
- Authored #DeflateGate tweet about Krispy Kreme football doughnuts being 'Fully-Filled'. Results: one of the highest all-time tweets with 12.7% engagement rate and 7.8 million impressions; trended Atlanta, Boston, Pittsburgh, New York City, Seattle; re-shared by ESPN's Darren Rovell, Fox Sports' Erin Andrews, *Time*, *Washington Post*, *USA Today*; segment feature on the *Today* show.
- Worked with agency partner to develop 'The World's Tastiest Coupon' social video which turned iconic glaze waterfall into a fully-functioning scannable barcode. Results: 12% increase in sales, a 12% increase in shop traffic; awarded *Advertising Age* 'Digital Campaign of the Year'; Facebook engagement increased 271%; Twitter engagements up 466%; Instagram's 2nd highest engaging post on the entire platform (Dec).
- Conceived and produced St. Patrick's Day video that achieved 6.2MM views and drove 2nd highest grossing day in brand's 80-year history.
- Led packaging and creative re-launch of enterprise-wide Krispy Kreme coffee platform. Packaging design featured in *Communication Arts* Typography Annual.

## **WriterCreativeDirector.com, Contract Creative Director & Writer**

**2006 – Today**

Brand positioning and platforms; campaign and program development; marketing messaging; naming; website planning; digital, social media, and email marketing; scriptwriting and production; investor presentations, etc. for brands and agencies • *Ally Bank, BB&T (now Truist), SunTrust Bank, Aflac, Thornburg Investment Management, Robertson Stephens Advisors, Asics, Canon, Coca-Cola/BYB Brands, Nest Labs, Dell Healthcare, Genentech, Kyocera Wireless.*

## **DavidsonRoth, Inc., Founder, Creative Director, Partner**

**2006 – 2011**

Led client relationships and managed all facets of agency including finance, operations, business development, brand strategy, account & project management, research, and creative development for clients • *Allegacy Federal Credit Union, Blue Rock Financial, AccuSport (now SkyTrak), Visit Winston-Salem, Winston-Salem Chamber of Commerce.*

## **Mullen, Vice President, Associate Creative Director**

**1998 – 2006**

Promoted from Copywriter to lead creative & strategic development for *Wachovia (Wells Fargo), Sealy* and *Mastercraft* boats. Management Committee overseeing state-of-the-business. Designed agency's first formal career development process. Nationally awarded campaigns: *Money* magazine, *Monster.com*, *Sprint/Nextel*, *Agfa*, and others.

## **Technologies**

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- People, Performance, Project Mgmt: Workday, Monday
- Design Delivery: Figma, Miro, Adobe Creative Suite
- Communication: Slack, MS Teams, Outlook
- Team Health: OfficeVibe, Lattice

## **Recognition**

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- *Ad Age* Digital Campaign of the Year
- FWA Mobile Site of the Day
- *Communication Arts* Advertising, Typography Annuals
- One Show, GDUSA, *Graphis*, *PRINT*, Hatch, Addy's

## **Education**

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- Post-Baccalaureate Certificate in Copywriting, The Creative Circus
- B.A. English, Allegheny College
  - University of Sheffield (UK) Study Abroad