

TIMOTHY J. RITTER

Director of Marketing – Creative Director – Brand Strategist

41% Revenue Growth in 2.5 Years; \$30.2M – \$42.6M | 6 Months Consecutive Record Prospect Generation | 300% Increase in Trade Show Sales

I'm a passionate marketing and creative leader with over 20 years experience driving strategic initiatives, fostering brand growth, and maximizing revenue for both agency clients and in-house departments. I have a proven track record of building high-performing teams and fostering a culture of collaboration and creativity.



SKILLS

Marketing & Brand Strategy
Executive Presentations
Process Development
Project Management

Collaboration
Mentoring
Team Building
Problem Solving

Creative Direction
UX/UI Design
Graphic Design
Photography



PROFESSIONAL EXPERIENCE

ABI ATTACHMENTS, MISHAWAKA, IN

2022–2024

Director of Marketing • ABI Attachments

Nov 2022 – Present

Served on the senior leadership team of the company reporting to the CEO, helping draft company-wide strategy and policies. Provided planning and direction to all marketing activities, including branding, digital advertising, web ops, and content marketing. Initiated the building and implementing of a data driven, automated revenue operations system.

- Launched an overall corporate rebrand both internally & externally
- Initiated implementation of automated inbound marketing
- Successfully spun off a main product as a standalone brand, driving lead growth by 30% in 9 months
- Grew and developed the department from a team of 5 to a team of 12 with two team managers

Creative Director • ABI Attachments

Nov 2021 – Nov 2022

Served as supervisor and team lead for the creative team. Conducted weekly 1:1s and quarterly assessments. Provided creative direction for all creative projects including website redesigns, email campaigns, product promotional videos, weekly communication videos, print collateral design, and trade show presence.

- Drafted and presented a new brand strategy and architecture to the Executive Board
- Directed the largest product launch in company history into a new market
- Developed standard contracts and processes for Sponsored Ambassador and Influencer Program
- Directed and presented the design of an overall corporate rebrand

Creative Services Manager • ABI Attachments

Jun 2021 – Nov 2021

Provided project management and creative direction to all creative services projects. Identified, scouted, and obtained permission for photo/video shoot locations. Oversaw the design of print collateral, video projects, and email campaigns.

- Researched and implemented a project management system and process
- Directed a mini-documentary of University of Virginia Head Football Coach Bronco Mendenhall

PATHFINDERS ADVERTISING, MISHAWAKA, IN

2014–2021

Lead UX/UI Designer • Pathfinders

May 2019 – Jun 2021

Served as the senior member of the ux/ui design team in the newly formed Digital Studio within the agency. I instigated the transition to Figma as the primary digital design tool and implemented the building and use of design systems based on atomic design theory.

As part of this role, I on-boarded, mentored, and developed the other members of the digital design team. My primary responsibility was to handle the UX/UI design of websites for our main accounts; including Whirlpool, Maytag Commercial Laundry, PayPal, Naturally Fresh, Tristate Capital, and Earlham College.

Sr. Art Director/Lead Photographer • Pathfinders

Dec 2016 – May 2019

Conducted initial creative exploration for new client accounts. Provided direction for team members executing a variety of design projects. Helped with creating overarching design styles and branding, including logo design, corporate identities, and brand guides.

Art Director • Pathfinders

Nov 2014 – Dec 2016

Executed creative design on a variety of projects for regional and national clients including printed marketing collateral, direct mail pieces, tradeshow graphics, email campaigns, digital advertising campaigns, and websites.

LIFE ACTION MINISTRIES, BUCHANAN, MI

2007–2014

Art Director • Life Action

Sept 2007 – Oct 2014

ALPHAGRAPHS, SOUTH BEND, IN

2005–2007

Graphic Design Manager • Alphagraphics

July 2005 – Sept 2007



EDUCATION

Bachelor of Art: Graphic Design • Messiah College, Grantham, PA

1998–2002