

# 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

2021–2024

#### 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****2021–2024****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****2021–2024****Art Director • Life Action****Sept 2007 – Oct 2014****ALPHAGRAPHICS, SOUTH BEND, IN****2021–2024****Graphic Design Manager • Alphagraphics****July 2005 – Sept 2007****EDUCATION****Bachelor of Art: Graphic Design • Messiah College, Grantham, PA****1998–2002**