

# Mitch Benes

## Creative Direction



### PROFILE

About Me

Brands and design have always had a special place in my heart. From my childhood doodles to cutting my teeth in photoshop, I've had an intense desire to take things that I see and look at them through a new and interesting lens. This passion has spilled into a love of marketing and taking on my own projects. It is my own personal challenge to re-examine life every day. It is this life outside the box that allows me to bring even more creativity to anything of which I'm lucky enough to take part.

### EDUCATION

#### Associates of Fine Art

North Virginia Community College | 2009 - 2010

#### Bachelor of Journalism

University of Nebraska - Lincoln | 2011 - 2013

### COMPETENCY

Adobe Photoshop

HTML/CSS

Adobe Illustrator

Wordpress

Adobe InDesign

Webflow

Adobe XD

Adobe Premier Pro

### EXPERTISE

Leadership

Strategy

UI/UX

Design

Web Design

SEO

### EXPERIENCE

#### Present

from Jul 2021

#### CREATIVE DIRECTOR | redthread

It has always been a dream of mine to step back into a role where the primary part of my day is to strategize. That said, directing both the individuals and the processes of redthread's campaigns has been incredible. Quite often I am taken back with the talent and initiatives of my team and being the one to help drive them and move them in the right direction is simultaneously one of the most energizing and stressful positions of my life. I wouldn't have it any other way.

**Skills Practiced - Leadership, Strategy, Full Campaign Creation, Client Presentations, Media Buying**

#### JUL 2021

from Mar 2020

#### CREATIVE DIRECTOR | Carson+Co. Global

I've always loved incorporating strategy into my career. I find great joy in stepping back to look at the team, input, and result and extrapolating a process to better facilitate this relationship and it's outcomes. I always feel that I work best when focusing on multiple facets of an organization and this position has afforded me that opportunity. I not only got to lead my team on projects but I was able to work on them. This was an incredibly fun position that taught me so much about this industry and leadership.

**Skills Practiced - Leadership, Strategy, Project Management, Branding, Website Design, UI/UX Design**

#### MAR 2020

from May 2018

#### WEB DESIGNER | Ebbeka Design

It is truly interesting to go from running your own show to working for someone else. Not only is it humbling but it's also highly beneficial. When I went to Ebbeka, I wasn't going in, expecting to play a key role in anything except great design. That couldn't be further from what actually happened. My previous experience proved invaluable to Ebbeka and me. I was able to help shape their web processes from start to finish and hone my own skills in the digital field.

**Skills Practiced - UI/UX Design, Website Design, Design Process**

