



Blakeford Eastwood

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Available for contract work, projects, assignments,
large and small.

For more information, visit Blake Eastwood.com

SUMMARY OF QUALIFICATIONS

Experienced creative leader, team player, problem-solver, and fever-reducer with unending passion for doing the most-bestest work for clients, no matter the project, timeline, or hurdle.

Crazy-strong abilities to strategize, concept, manage, and execute creative initiatives, agnostic of platform. Logos, websites, ad campaigns, video work, pizza GIFs.

Over 20 years of agency experience in successfully translating problems into solutions, communicating ideas through visuals, making friends of enemies.

WORK EXPERIENCE

Blake Eastwood Creative

OWNER & CREATIVE DIRECTOR
JUNE 2023 - PRESENT

At Blake Eastwood Creative, I've been working as a full-time freelance creative director, designer and writer across a multitude of different projects including branding, ad campaigns, digital, marketing communications, video, and packaging. I both work directly with clients on projects and collaborate with agency partners as a freelance contractor. Additionally, I've been able to tap into my huge network of other freelance creative partners to provide additional services, including video editing/shooting, photography, digital programming/development along with project management. Clients include Lindenwood University, Technology Partners, and Start Right Foods among many others.

Switch Creative Agency + Production House

CREATIVE DIRECTOR
OCTOBER 2010 - JUNE 2023

Switch is a local St. Louis advertising and marketing agency, with over 100 employees and in-house capabilities ranging from branding, digital, mobile, and video. Switch creates, produces, and activates memorable experiences; from fan and audience experiences, to consumer, employee, and patient experiences. Experiences that have the power to move people and make an impact.

While at Switch, I handled a multitude of different accounts and clients, such as Lindenwood University, Spire, Anheuser-Busch, St. Louis Cardinals, St. Louis Blues, Elsevier, WashU, and countless more. My role included serving as the head creative on the branding, advertising, digital, and video teams. Provided strategy and direction to all Switch clients and projects.

Led, managed, and mentored teams of both designers and writers to execute work for numerous clients and projects. Oversaw creative process including all work, budgets, and timelines.

Role included client communication responsibilities, and involved both pitching new business and building new client relationships along with maintaining and building existing business relationships.

Served as Design Director overseeing all visual creative work, brand adherence, design/copy integration, and managing deliverables.

Successfully led and grew numerous branding, marketing, video, and digital clients, both from a Design Director role and as Creative Director.

Worked closely with senior management, account staff, and clients to build business plans and strategize creative solutions for projects.

Contributed as a key member, leader, and strategist on our new business team, helping to concept, write, build presentations, pitch, and win various new business projects with clients.

Led rebrand effort to reposition Switch. Process included rename and rebrand as Switch Creative Agency + Production House, including strategy look, feel, and messaging. Helped to manage Switch marketing efforts to ensure new brand was executed flawlessly.

FleishmanHillard International Communications

CREATIVE DIRECTOR
JANUARY 2004 - OCTOBER 2010

FleishmanHillard is an international communications agency with 80+ offices across six continents. As a member of the FleishmanHillard Creative team, I had the opportunity to work with colleagues and clients across the globe. I served as the Creative Director on both the Gatorade and Boy Scouts of America accounts, along with countless other world-class clients including Visa, P&G, Emerson, and AT&T among many others.

As Creative Director, I worked on numerous accounts, heading up creative, design, and brand adherence, ensuring brand consistency and integration.

Teamed with clients and colleagues to develop an understanding of goals, then created concepts to accomplish objectives.

Owned projects from concept to completion, including development, design, implementation, and distribution.

Gained expertise with numerous types of projects, including branding, annual reports, digital campaigns, and marketing communications.

Contributed to new business pitches and wins, providing creative ideas, packaging concepts, and inventive execution.

Developed leadership abilities by managing designers on projects, providing support, guidance, and creative direction.

AWARDS

How International Design Awards | Addy Awards | St. Louis AIGA Show

EDUCATION

Webster University, Leigh Gerding College of Fine Arts, St. Louis, MO
Bachelor of Fine Arts in Graphic Design

