

Kevin Herrod

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Creative Direction + Marketing Leadership Brand Architecture | Digital Strategy | Creative Operations

Summary

Creative Director and Integrated Marketing Leader bringing transformative branding strategies to life using state-of-the-art design combined with a deep understanding of technology on the latest platforms. Demonstrating success in providing change leadership, strategic direction and building the employee engagement required to enhance productivity, quality, client relationships, and team performance. Crafting world-class integrated marketing & advertising campaigns with compelling content and valuable interactive solutions that are empathetic and efficient.

Leadership: Motivational style used to develop, mentor, and empower frontline employees to excel; reliant upon training and facilitation of conflict resolution to achieve success. Collaborative thought leader focused on people, processes, and profits.

Operations Excellence: Develops and sustains a culture of continuous improvement, building performance excellence by controlling expenses and ensuring quality. Analyzes P&L to set goals and reduce expenses. Extracts data to investigate short falls, facilitate change and allocate resources.

Business Transformation: Provides direction to increase process efficiency and meet business targets. Supports others by providing coaching on process improvement tactics and productivity solutions.

Strategic Partner: Influences enterprise-wide delivery of premium experiences by defining key business metrics and service standards, identifying gaps in service, and spearheading effective improvements to grow and retain market share.

Professional Experience

Ricochet Creative | Houston, TX
CREATIVE DIRECTOR

03/2014 – 12/2023

Helped clients define and embrace innovative marketing strategies creating meaningful impact to meet and exceed their business goals.

- Led all marketing, animation, web development, documentation, and technical training projects from concept through execution.
- Developed and delivered thought leadership and creative solutions that strengthened clients' market distinction and leadership position.
- Provided and analyzed detailed information and cost estimates to assure accurate data on which to plan and develop functional objectives and budgets leading to stable and profitable accounts.

Weatherford | Houston, TX

MANAGER OF TECHNICAL DOCUMENTATION

11/2012 – 02/2014

Oversaw day-to-day operations of the Well Completion Technologies (WCT) technical documentation department servicing nine product lines. Evaluated current processes and procedures to identify areas of improvement.

- Developed a cross-functional team of technical writers, technical illustrators, and graphic designers.

Software Proficiencies

Adobe Creative Suite

- InDesign
- Photoshop
- Illustrator
- Dreamweaver
- Premiere Pro
- After Effects
- Media Encoder
- Animate
- Acrobat
- Bridge

Microsoft Office

- Word
- Excel
- PowerPoint
- SharePoint

3D StudioMax

AutoCAD

WordPress

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- Conducted team meetings as well as one-on-ones with direct reports to keep track of progress, performance, and growth.
- Served as Chairman of the WCT Technical Work Instruction Committee which set documentation standards in accordance with API Q2 specifications.

SENIOR TECHNICAL DESIGNER

09/2008 – 11/2012

Developed communication plans to support strategic initiatives within Well Construction Products (WCP) business unit. Designed and developed marketing brochures for five product lines adhering to the integrity of the corporate brand.

- Collaborated with all departments to effectively collect and analyze information used in technical documentation, brochures, and client presentations.
- Created illustrations, animations, and infographics to demonstrate operational performance of downhole equipment.
- Directed outside vendors to increase the quality of 3D animations and technical illustrations.

Independent Contractor | Houston, TX

ART DIRECTOR

05/2000 – 01/2009

Designed and developed marketing collateral, animations, illustrations, and infographics for numerous clients from small businesses to Fortune 500 companies such as Weatherford, Halliburton, Schlumberger, and Dynegy.

Technical Response Planning Corporation | Houston, TX

MANAGER OF CREATIVE SERVICES

03/2002 – 10/2004

Provided design direction to all design team members and managed the workload of the team.

- Researched, planned and implemented the latest design standards and technology to enhance the brand reputation and drive business objectives.
- Developed and maintained creative processes to ensure a seamless, streamlined, and efficient design process.
- Increased productivity by approximately 75% by developing repeatable methods and templates as well as cross training key team members to eliminate downtime.

Parker Media Group | Houston, TX

Compaq Computer Corp. | Houston, TX

Texas Instruments | Stafford, TX

Stewart & Stevenson | Houston, TX

MANAGER OF ANIMATION

SR. TECHNICAL ARTIST

AUTOCAD DRAFTSMAN

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Professional Skills

Creative Direction

Integrated Marketing

Corporate Branding

Marketing Strategy

Content Development

Project Management

Art Direction

Conceptualization

Graphic Design

Print Media

Website Development

Digital Media

Social Media Marketing

Technical Writing

Copywriting

Digital Transformation

Collaborative Innovation

Brand Management

Customer Relationship
Management – CRM

Content Management
Systems – CMS

Personnel Management

Team Leadership

Staff Mentorship

Stakeholder Management

Detail Oriented w/ Big
Picture Understanding

Google Analytics

User Experience (UX)

Written & Verbal
Communication

Education

Lee College | Baytown, TX

Associates of Applied Science, Design Drafting Technology