



Bryan Torgerson

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digital portfolio: btcreativestudio.com

EXPERIENCE

BT Creative Studio

2014 - present

Creative Director

- Client List: Adidas, SKLZ Pro Performance, DonJoy Performance, NHL, NBA, TaylorMade, Callaway Golf, RoadRunner Sports
- Develop omni-channel brand, messaging, and marketing communication strategies.
- Provide design leadership in e-commerce, mobile, e-mail, and marketing collateral with teams of art directors, designers, and video producers.
- Create best-in-class user experiences.
- Collaborate with senior executives and marketing directors to establish project goals, budgets, and deliverables.

CVS Health

2012 - 2014

Digital Creative Director

- Led a team of art directors, designers, analysts, and developers.
- Collaborated with cross-functional business partners, senior leadership, and external agencies in the development and execution of campaigns.
- Launched new products and services, conveyed a consistent identity, and maintained the integrity of the brand on- and off-line.
- Ensured that creative initiatives for e-commerce websites, e-mail, online advertising, mobile apps, videos, and social media campaigns met business objectives.

Callaway Golf

2007 - 2012

Creative Director

- Developed and implemented advertising and marketing communication materials for brand enhancement and new product and performance center launches, including packaging, product videos, retail, merchandising, point-of-sale, website, e-mail, online advertising, mobile apps, and promotional and social media campaigns.
- Developed brand and product platforms based on consumer segmentation.
- Executed brand style guidelines for global usage and approved all creative materials to meet business objectives and to ensure consistency.

Ogilvy

2005 - 2007

Sr. Art Director

- Developed and implemented advertising and marketing communication materials.

EDUCATION

Minnesota State University - Bachelor of Arts

Graphic Design

SKILLS

Excellent working knowledge of Adobe Suite: Photoshop, Illustrator, InDesign, Acrobat, and all Microsoft Office software. Deep understanding of print and packaging process. Vast experience in directing video and photo shoots. Excellent understanding of app and website development, as well as user-experience and user interface design.