

JON HOOLEY

Transforming Creativity and Design



ABOUT ME

As a senior creative leader, I'm passionate about transforming ideas into powerful and compelling designs that tell a story, amplify brand value and long-term business success. I believe the strongest creativity emerges where bold imagination meets data-driven insight, allowing strategy to shape emotion and transform ideas into unforgettable design. Built on a strong foundation in branding, design, marketing and visual storytelling, I steer creative initiatives from concept development to polished final deliverables.

CONTACT

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ONLINE PORTFOLIO
www.jonhooley.com

EDUCATION

Bachelor of Fine Arts in Visual Communication
Northern Illinois University
DeKalb, IL

Associate of Applied Science in Design and Illustration
Illinois Central College
East Peoria, IL

SOCIAL

LinkedIn:
www.linkedin.com/in/jonhooley

RECOGNITION

Procare Solutions FY24
STAR Award Winner

Mitsubishi Electric Q1 FY20
GEM Award Winner

PROFESSIONAL EXPERIENCE

Procare Solutions/ChildPlus – Denver, CO

Senior Manager, Creative Services: December 2021 – November 2025

- Defined and championed the creative vision for Procare Solutions and ChildPlus, ensuring full alignment with brand identity, marketing strategy and organizational priorities to deliver consistently high-impact creative solutions.
- Led the creative team with a focus on trust, collaboration and professional growth. Establishing an environment where creatives deliver their best work and driving creative output that directly supported business growth.
- Established and enforced brand standards across both Procare Solutions and ChildPlus, strengthening brand integrity and elevating the quality and consistency of all creative deliverables.
- Partnered with cross-functional teams to interpret data-driven insights (*Google Analytics, Salesforce, Pardot, G2, Capterra*) to guide design direction, optimize creative outcomes and support strategic business goals.
- Spearheaded the implementation of *Monday.com* as the team's workflow management platform, reducing project delays by over 30% and improving resource planning and visibility.
- Centralized branded assets through *Adobe Creative Cloud* and *SharePoint*, achieving 100% brand compliance and accelerating project turnaround times by 40%.
- Partnered with IT to streamline content storage through *OneDrive*, improving collaboration, accessibility and cross-department alignment.
- Created a suite of 50+ on-brand graphic and digital templates, significantly accelerating delivery timelines and enhancing brand consistency across teams.
- Managed vendor negotiations for print, promotional products, video and other creative services, securing high-quality outcomes while optimizing cost.

Mitsubishi Electric Automation – Vernon Hills, IL

Creative Designer, Sr. Advertising: November 2019 – December 2021

- Led the development of a scalable digital marketing solution in response to COVID-era trade show cancellations, generating stronger qualified leads and contributing to increased sales in FY20–21.
- Directed the creative strategy, design and execution for 24 industry-specific service solutions, contributing to an 18% increase in sales through elevated messaging and visual storytelling.
- Developed and deployed a new YouTube content and promotional strategy, adding 1,000+ new subscribers in one year and expanded video consumption.

TOOLS/SKILLS***Adobe Creative Suite**

Photoshop, Illustrator, InDesign, Adobe Express, Firefly, Dreamweaver, After Effects, Media Encoder, Acrobat Pro

Microsoft Office

PowerPoint, Word, Excel, Outlook

Additional Microsoft 365 Services

OneNote, Teams, Teamwork, Stream, SharePoint, OneDrive

Additional Programs

Monday.com, Trello, Basecamp, Camtasia, Snagit

**Proficient with Macintosh and Windows based platforms*

ASSOCIATIONS

American Institute of Graphic Arts – Chicago (AIGA)

- Produced a targeted social and promotional campaign on robotic vision technology, doubling engagement and accelerating sales conversations.
- Provided creative leadership for all visual communications, advancing marketing objectives, supporting sales enablement and positioning Mitsubishi Electric Automation as an industry thought leader.
- Partnered with Product Development, Engineering, Sales and Marketing teams to create integrated B2B campaigns for the North and South American markets, increasing sales impact and accelerated pipeline activity.
- Negotiated and purchased print and digital media, sponsorships and creative vendor contracts to maximize ROI and expand brand visibility.

Blackdog Speed Shop – Lincolnshire, IL

Marketing Manager: June 2019 – December 2019

- Directed creative strategy and production across print/digital media, brand campaigns and trade shows driving stronger brand visibility and sales growth.
- Built and led an in-house video team, expanding creative capabilities, reducing vendor dependency and accelerating production timelines.
- Successfully planned, branded and executed major trade shows and promotional events; including partnering with Cumulus Media (94.7FM) on “Rockin’ Rides” that generated 7.2M+ media impressions across digital, social, radio, email and live event activations.
- Produced all campaign assets including video, photography, graphics and promotional materials using \$0 budget and no stock imagery.

Flexera Software – Itasca, IL

Senior Manager, Graphic Design: July 2006 – April 2019

- Directed four full-scale corporate rebrands, overseeing creative vision and global brand alignment to strengthen market position and overall brand equity.
- Led the creative strategy for 11 mergers and acquisitions, including branding, marketing and promotion of acquired companies. Successfully rebranding and merging 18 software products in collaboration with product marketing.
- Built and managed an in-house video team, growing the company Youtube.com channel to 1,900+ subscribers and 600,000+ views; introduced 30-second shorts that increased social campaign click-through rates by 8%.
- Developed a scalable trade show program that increased yearly event presence by 100+ shows while reducing costs and expanding brand impressions.
- Centralized POP production and fulfillment through a single domestic/international vendor, achieving 10%+ savings through volume purchasing and reducing shipping/customs expenses by thousands annually.
- Fostered a creative, energizing team culture by guiding, mentoring and empowering individuals to grow, collaborate and enjoy the work we built together.

Chase Insurance Company – Elgin, IL

Marketing Web Manager: October 2004 – July 2006

GE Commercial Distribution Finance – Hoffman Estates, IL

Marketing Communication Specialist: January 2004 – June 2004

Transamerica Finance Corporation – Hoffman Estates, IL

Senior Graphic Designer - Marketing Manager: September 1999 – January 2004