

CLEETON A. GUMBS

Creative Director | Digital Marketing Strategist | SCRUM Master

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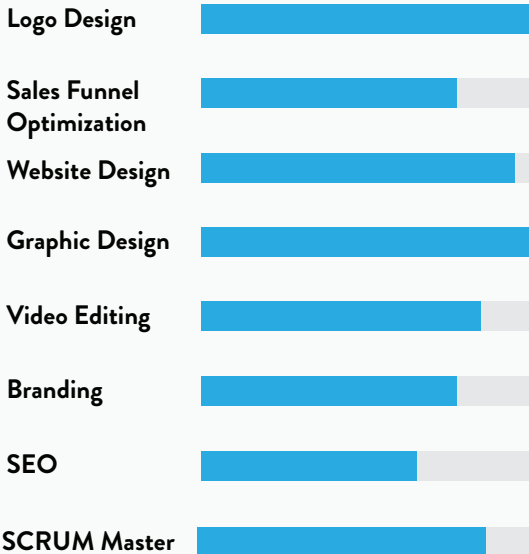
ABOUT ME

Innovative Creative Director with over 10 years of experience in leading digital design and marketing teams to drive brand growth and enhance visual communication.

Skilled in coordinating multidisciplinary projects with a strong proficiency in Adobe Creative Suite and a certified SCRUM Master. Expert at developing compelling brand stories through high-impact digital content and integrated marketing strategies.



SKILLS



EDUCATION

NOVA Huizenga School of Business
Leadership – M.B.A.

University of Central Florida
Business Marketing – B.A.



Certified SCRUM Master
SCRUM.org



WORK EXPERIENCES

2020-

Instructional Empowerment Creative Services and Web Manager

- Directed the strategic overhaul of web properties, improving the user experience and increasing web traffic by 45%.
- Enhanced third-party vendor and stakeholder relations, optimizing collaboration and boosting project completion rate by 30%.
- Led the design and execution of innovative web marketing materials, driving a 35% increase in digital engagement through targeted ads and interactive landing pages.

2017-19

NPE Senior Web/Graphic Designer

- Led creative design and web development initiatives, increasing sales funnel efficiency by 20% through strategic enhancements.
- Directed Agile SCRUM teams, boosting productivity by 30% and streamlining project delivery using Sprint Planning and Kaizen.
- Overhauled brand consistency across digital platforms, increasing user engagement by enhancing visual elements and interactivity.
- Innovated design processes for digital assets, including landing pages and social media graphics, improving click-through rates by 25%.
- Spearheaded conversion rate optimization strategies for digital interfaces, elevating click-through and conversion rates by 35%.

2015-17

FAMU College of Law Creative Service and Web Administrator

- Managed the complete redesign and maintenance of the law school's website, boosting user interaction and content accessibility by 40%.
- Developed comprehensive digital and graphic marketing materials that increased user engagement by 50%.
- Leveraged advanced design software (Adobe Suite, Brackets, Final Cut Pro) to produce visually compelling graphics and videos.

2014-15

Market Traders Institute Web/Graphic Designer

- Pioneered the creation of integrated marketing materials, enhancing campaign engagement by 30% and improving brand recognition.
- Orchestrated the rebranding of company logos and product packaging, resulting in a 25% increase in consumer recall and brand visibility.
- Implemented efficient version control workflows using GitHub and Source Tree, enhancing team productivity and project tracking.