

RÉSUMÉ

Justin Gum

Brand Strategy and Creative Leadership

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25+

years creating value through brand, digital and marketing work

7

locations stewarded on one coordinated brand system

4

web tools that let colleagues create on-brand work themselves

PROFILE

Contribution-motivated brand and creative leader with more than 25 years creating value through brand strategy, digital experiences and marketing execution. Stewards a brand across seven locations, reports to ownership and has led four creative direct reports. Builds tools that empower colleagues to work independently and measures success by the difference the work makes for others. Motivated to help educators find, use and share what they need.

How I work Contribution motivated · Mutual benefit · Bottom-up empowerment · Integrity and humility · Challenge and knowledge sharing · Experimental discovery and measures · Economic thinking

CORE CAPABILITIES

Brand strategy and stewardship · Go-to-market campaigns and product launches · Content, social media and storytelling · Creative direction and team development · Cross-functional and partner collaboration · User-centered UX and information architecture · Responsive, accessibility-minded design · Brand systems, tools and workflows · Measures and audience insight · Campaign budgets and vendors · Community events and merchandise

EXPERIENCE

April 2021 – Present

Seven locations, Kansas
Reports to owner

Professional experience

Midway Motors

Brand and Creative Lead

Functional title · Marketing department

- Evolved the existing brand into a coordinated color, typography and usage system across seven locations, keeping its core equity while closing consistency gaps across the website, advertising, documents, signage, vehicles and apparel.
- Built and administer four web tools used daily across seven locations that empower colleagues to create on-brand work themselves: a contributor-managed newsletter, HR directory with PDF export, store-specific email signature builder and vehicle graphics generator.
- Started from the user's need: turned HR's request for an editable contact sheet into a directory HR maintains itself; gave general managers newsletter contribution tools; track readership and tool activity as measures.
- Partner with ownership and store leaders on campaigns across print, web, social, photography and video, often capturing the imagery myself; weigh requests by deadline and complexity. Support car shows and donation drives with apparel and event materials.
- Steward Facebook spending of hundreds to thousands of dollars per campaign, scaled to each campaign's scope; recommend new suppliers when they offer better value. Keep every offer accurate and every deadline clear.
- Created the iDrive Autos identity across its website, business cards, exterior colors and window graphics; coach stores to apply brand standards on social media themselves.

Feb. 2020 – Nov. 2020

Wichita, Kansas

Warren Theatres

Webmaster

- Replaced manual, hard-coded showtime updates with a WordPress plugin that populated theater and film schedules from an Excel spreadsheet.
- Reconfigured the website for more efficient operation and wrote customer news and COVID updates.

Aug. 2016 –
Jan. 2020

Wichita, Kansas

Slickwraps

Creative Director

- Grew the creative function from two people by advocating specialist hires and helping hire them. Led four direct reports across photography, video, editing and web, matching work to each person's strengths.
- Turned owner-set objectives into launches across imagery, sales pages, email, social, video and installation guidance; planned Black Friday, Cyber Monday and seasonal schedules, paid and organic.
- Refreshed the logo, retail packaging and photography standards; created reusable assets the whole team could build on; developed product naming and a shared brand voice.
- Coached through context rather than control: photographers knew where copy would sit and editors understood the intended pacing. Created the Cinch device-support product and scripted an April Fools coating-printer campaign.

Jan. 2015 –
Sept. 2015

Wichita, Kansas

Prime Concepts Group

Marketing Designer and Video Editor

- Designed multipage websites, book covers, downloadable PDFs and promotional materials; partnered with clients and a copywriter on SEO, ads, landing pages, newsletters and drip campaigns.
- Experimented with a reusable Bootstrap-based mockup workflow that simplified client review and developer handoff, then shared it with the project manager.
- Prepared SVG assets for parallax, fades and scroll effects with developers; edited marketing videos for internal and client channels.
- Shared knowledge with fellow designers on color, logos and Photoshop; advocated readable typography out of respect for older audiences.

July 1999 –
July 2019

Independent design
practice

Pixeltwins

Owner and Creative Director

- Built an entrepreneurial practice on mutual benefit: created identities for more than 20 companies, divisions and products, and owned client relationships, scope, pricing and delivery.
- Assembled designers, developers and photographers by comparative advantage, including remote subcontractors. Installed analytics on every client site to learn landing pages and navigation paths while finalizing design direction and business assets.

Knork Flatware

Sept. 2010 – Dec. 2016 · Product and Marketing Design · Selected client work

- Designed the Curve flatware collection for Knork's *Top Chef* partnership, including all original 3D models. The collection debuted on *Top Chef*, Season 11, in 2013.
- Supplied digital models and 3D-printed references for manufacturing; designed packaging that met Bravo's brand standards. Grew an initial tray assignment into broader product and retail-packaging work.

SELECTED CLIENT WORK

Sony Pictures newsletters and film pages via Ignition Creative · evy of California website and CMS for retailers and licensors · HP packaging · Rapid Processing Solutions identity and website

TECHNICAL CAPABILITIES

Adobe Illustrator, Photoshop, InDesign, Premiere Pro and After Effects; 3D modeling; HTML, CSS, JavaScript and PHP; WordPress custom plugins; Bootstrap-based responsive design. Uses Claude and ChatGPT for rapid prototyping, coding and workflow development; Microsoft Copilot with brand-kit guidance and Excel-assisted workflows. Builds mobile-first publishing and marketing tools, reusable branded assets, data-processing automation, usage tracking and bot-filtering features.

EDUCATION

Associate degree in Information Technology

Brown Mackie Business and Technology · Salina, Kansas · 2001

ACT WorkKeys National Career Readiness Certificate · Platinum · 2020