

DEREK REMENSNYDER

Creative Director | Campaign Strategist | Brand Storyteller

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Portfolio

Profile

Creative Director with 15+ years of experience leading teams and shaping brands across healthcare, tech, finance, and lifestyle. I bring equal parts strategist and maker, guiding the big picture while diving into the details that make campaigns resonate. Known for turning complex challenges into clear, compelling ideas, I build trust with clients, mentor creatives to do their best work, and rally cross-functional teams to deliver at the highest level. I create work that solves problems, drives growth, builds awareness, tells stories people remember, sparks trust, wins awards, and makes the process as rewarding as the outcome.

Career Highlights

- **$36.9M in new written premium and 3,710% ROI in six months for CoverWhale,** a Series B insurtech startup. Led campaigns that shifted positioning from agents to truckers, built creative strategy around speed and community pride, and scaled brand presence nationwide (Portfolio: Insurance)
- **596% increase in card downloads, 319% lift in site traffic, and 42% lower CPA** by rebranding InsideRx, a national prescription savings app that helps consumers access lower drug costs. Led testing and refinement of UX, messaging, and creative while introducing co-branding and cross-promotion strategies across B2C and B2B.
- **Drove 1,283% lift in impressions** for a national home benefit management company (CareCentrix) after a digital rebrand campaign.
- **Branded and launched Goodyear Lubricants** by leading design, photography, and building packaging, identity, and campaign creative.
- **Increased brand awareness by 50% by rebranding a regional non-profit** (Christian Health) that provides senior living, mental health, and rehabilitation services.
- **Rebranded Columbia Bank**, modernizing a 100+ year-old institution with a new brand logo mark, voice and design system that reconnected them with the community.
- **Oritani Bank-Valley Bank acquisition**: campaigns credited internally with making the institution more attractive to buyers. (Portfolio: Banking)
- **Currently leading the new LG ThinQ Pro B2B campaign.** (Due to NDA, work cannot be shown until after launch.)
- **Earned 50+ creative awards from the NJ Ad Club,** recognizing standout creative direction in B2B and B2C campaigns, branding, and storytelling for regional and national clients.

Skills & Fluency

- **Tools & Systems:** Adobe Creative Suite - Google Workspace - Figma - WordPress CMS - Framer - Keynote - Creatopy - Office 360 - Project Management Software (Teamwork, Basecamp, Asana)
- **Creative Strategy and Storytelling:** Brand platforms, campaign development, messaging systems.
- **Leadership:** Team mentorship, client presentations, cross-functional collaboration, new business.
- **Craft and Execution:** Concepting, art and copy direction, storyboarding, integrated creative.
- **Workflow Optimization:** Leveraged AI tools (ChatGPT, Firefly, MidJourney, Runway, Zapier, Relume +more) to streamline ideation, production, and content workflows.
- **Channels:** Digital and social campaigns, OOH, video, experiential, brand systems.
- **Sales:** Proven expertise in new business development, client acquisition, and relationship management, leveraging strong networking, consultative sales, and client-facing experience to drive revenue growth with new and existing brand partnerships.

Experience

Creative Director – LG Electronics (2024–Present) - **lg.com/us/lg-thinq**
Currently leading creative for a major B2B initiative in the commercial appliances space leveraging smart home IoT tech and ThinQ platform to bring control and efficiency to multi-dwelling unit properties. (Details of this are under NDA until launch.)

- Driving brand positioning, campaign concepts, and go-to-market creative strategy.
- Partnering with internal stakeholders across marketing, digital, and product to ensure creative excellence.
- Guiding cross-functional collaboration to deliver cohesive campaigns across digital, sales, and in-market channels.

Creative Director - DSM (2015–2025) - **thedsmgroup.com**
Led creative strategy and execution across digital, video, packaging, and integrated campaigns. Balanced big-picture brand building with hands-on direction. Partnered with executives, marketing leaders, and cross-functional teams to deliver campaigns that moved culture and business.

- Directed multidisciplinary teams of designers, writers, and content creators from concept through production.
- Shaped brand platforms and campaign narratives that connected across digital, social, OOH, and experiential.
- Acted as client-facing creative lead, presenting work, guiding strategy, and building long-term partnerships.
- Oversaw photo/video shoots, production workflows, and vendor relationships to maintain quality and consistency.
- Mentored junior creatives, fostering an inclusive and collaborative team culture.
- Contributed to new business development through pitches, storytelling, and creative leadership.

Art Director - Giovatto Advertising (2009–2015) - **giovatto.com**
Created and directed integrated campaigns for national and regional brands across technology, finance, and consumer categories.

- Managed designers, writers, and developers to deliver creative across broadcast, digital, and print.
- Collaborated with account, strategy, and client teams to align creative with business goals.
- Developed campaign creative for Samsung, Sharp, Columbia Bank, and automotive accounts under tight timelines.

Senior Designer - GMLV (2007–2009) - **gmlv.co**
Executed branding, packaging, and marketing creative for retail and CPG brands.

- Designed packaging and campaigns with high-volume retail sell-through goals.
- Built scalable visual systems and streamlined design operations to improve efficiency.

Education

Art Institute of Philadelphia

BFA, Visual Communications