

Josh Jack Carl

CREATIVE PROFESSIONAL

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• Skills

Creative Suite
Web Design
Java/CSS/HTML
Email Marketing
SMS Marketing
OTT/OOH
Social Media
Print Advertising
Digital Advertising
Team Management
Art Direction
Copywriting
Script Writing
Photography
Branding
Logo Development
Campaign Management

• Education

Bachelors in Film & Theatre

2004-2007

San Jose State University

Associates Degree

2002 - 2004

Fresno City College

• About

Innovative and results-driven Marketing Professional with over a decade of experience spearheading design and marketing strategies. Expert in art direction, campaign management, and digital advertising, with a proven ability to drive brand growth, engagement, and ROI. Award-winning creator recognized for a sharp eye for detail and a commitment to delivering high-impact results across diverse industries, including Hospitality, Entertainment, Food & Beverage, Non-Profits, and Education. A strategic leader passionate about transforming creative visions into compelling, revenue-generating campaigns.

• Work Experience

Creative Marketing Manager 2021 - Present

Table Mountain Casino Resort Friant, California

Led and managed a cross-functional creative team of designers, photographers, videographers, and social media managers. Developed and executed comprehensive creative strategies for multi-channel marketing campaigns, including TV, Radio, OTT, OOH (Out-of-Home), Email, SMS, Web, Social Media, Direct Mail, and On-Property Collateral. Ensured consistent brand identity across all digital and physical platforms. Spearheaded full-cycle creative campaigns from concept through execution, delivering high-impact promotions and customer engagement initiatives. Successfully designed and implemented targeted promotional campaigns, give-aways, and lead-generation strategies to drive brand awareness customer-retention, and new customer acquisition.

Art Director 2016 - 2021

Wind Creek Casinos & Hotels Atmore, Alabama

Led and managed a team of graphic designers and creative professionals to ensure high-quality design output across multiple multi-million-dollar casino properties. Maintained and enforced brand standards consistently across various channels, including OOH (Out-of-Home), Social Media, Television, Digital Advertising, Direct Mail, and On-Property Collateral. Directed the creative strategy and execution for diverse marketing campaigns, driving engagement and brand consistency. Coordinated and scheduled video and photo-shoots, collaborating with both in-house talent and external agencies to deliver compelling visual content. Successfully delivered creative assets that met tight deadlines while aligning with business goals.

Graphic Design & Marketing 2014 - 2016

School-in-Sites Mobile, Alabama

Designed visually compelling graphics for marketing campaigns, ensuring alignment with brand guidelines and target audience engagement. Developed and customized responsive website templates, optimizing user experience and functionality. Led an after-school broadcasting program for underprivileged high school students, providing mentor-ship and hands-on training in media production, fostering skills in digital content creation and broadcasting.