

GREG HARP



- Phone -

318 512 6612



- Email -

harpge@icloud.com



- Website -

http://www.gregharpdesign.com



Innovative and solutions oriented award-winning Creative Director with over 20 years of professional experience. Emphasis on Creative Direction, Marketing, and Leadership. Increased product sales by over 63% in 2022, increased conversions by 20% in 2023 and increased customer satisfaction by over 150% in 2023. I am a highly motivated self-starter and team player who is dedicated to surpassing objectives while providing excellent service. Highly skilled in digital multimedia with a focus on B2B, B2C, and B2G along with post-production editing, and strong story development. Trend forecasting, maximizing projects to streamline the process, balancing my teams' strengths and weaknesses, plus pivoting quickly to adjust priorities, are all areas where I thrive. An approachable and honest leader with a talent for balancing multiple priorities within a fast-paced environment. Leading with compassion and innovative ideas, I am a driven self-starter with a passion for my career that speaks through the results of my work.

EDUCATION

2006 - 2008

B.A. ENGLISH

Middle Tennessee State University

Murfreesboro, TN

EXPERTISE

- Art Direction
- Advertising
- Project Management
- Brand Marketing
- B2C Marketing
- B2B Marketing
- B2G Marketing
- Video Production
- Graphic Design
- Photography
- Digital Marketing
- Leadership
- Employee Development
- User Experience

WORK EXPERIENCE

CREATIVE DIRECTOR MARKETING

IDEMIA North America

Nashville, TN

2021 - 2024

- Developed and executed successful marketing campaigns for more than 60 products in the biometric technology and travel fields, resulting in a **135% increase in sales leads** and **20% increase in conversions**.
- Successfully developed and directed 3 Justice and Public Safety Users Conferences from conception to completion, resulting in a **150% increase customer satisfaction** year over year.
- Led a team 5 designers and videographers (including contractors) to develop new and creative static and animated social media ads promoting TSA PreCheck by IDEMIA to an **overall increase of 23% in 2023**.
- **Saved company over \$700,000 year over year** by building a dedicated team of highly skilled in-house designers.
- Implemented A/B testing for social media content resulting in a **15% increase in engagement** and a **10% increase in conversions**.
- Directed and designed vendor booths and assets for 10+ conferences in 2022-2023, including **award-winning booth at 2022 Future Travel Expo** conference in Las Vegas.

SENIOR MANAGER DIGITAL MEDIA
















IDEMIA North America

Nashville, TN

2019 - 2021

- Directed / Produced 2021 CA Driver License proposal video to **win \$1M+ contract** for IDEMIA.
- Collaborated with cross-functional teams to script and direct product video for marketing to airports across the US, resulting in a **63% increase in sales** of proprietary technology.
- Managed a budget of \$200,000 and achieved a **60% ROI** through in-house creative design vs contract.
- Conceptualized, developed, and finalized all digital video media, including interviews, internal interest pieces, as well as marketing and training videos.

SKILLS

- Leadership 
- Marketing 
- Project Management 
- Campaign Management 
- Creative Direction 
- Adobe Photoshop 
- Adobe Illustrator 
- Adobe Premiere Pro 
- Adobe Lightroom 
- Canva | Figma 
- Adobe Lightroom 
- Videography 
- Photography 
- Graphic Design 
- WordPress / Elementor 

RECENT ACHIEVEMENTS

2023

JPS USERS CONFERENCE

Under my direction, the 2023 Justice and Public Safety Users Conference saw a more than **40%** increase in attendance and a **150%** increase in measured customer satisfaction.

SALES LEAD INCREASE IN '23

Developed and executed successful marketing campaigns for more than 60 products in the biometric technology and travel fields, resulting in a **135% increase in sales leads**.

2022

WINNER BEST EXHIBIT '22 AWARD

I directed the design of the IDEMIA vendor booth at the 2022 FTE Conference, where we took home the **Best Exhibit** award.


SALES INCREASE IN '21

Collaborated with cross-functional teams to script and direct product video for marketing to airports across the US, resulting in a **63% increase in sales** of proprietary technology.

WORK EXPERIENCE CONTINUED

SUPERVISOR DIGITAL CONTENT DESIGN

IDEMIA North America

 Nashville, TN

2018 - 2019

- Directed the quarterly live broadcasting of All Hands meetings complete with high quality video, lower thirds, and multiple camera angles broadcast to an audience of over 1,000 viewers.
- Collaborated with Communications to create a video content strategy resulting in a **30% increase** in company-wide information awareness and engagement.

DIGITAL CONTENT DESIGNER

IDEMIA North America

 Nashville, TN

2016 - 2018

- Increased employee engagement and improved morale by showcasing employee achievements, job openings, and news interest pieces via curated and in-house developed video content shown across all North American sites.
- Streamlined training processes and **reduced costs by 15%** by developing interactive classroom training and video content for Staples and TSA PreCheck.

CURRENT / PAST CLIENTS

NISSAN

2022 - CURRENT

TSA

2019 - 2024

DOWNTOWN DENTAL

2022 - CURRENT

HOT TOPIC

2011 - 2014

ADVENT MARKETING

2011 - 2012