

Creative Director with 7+ years of experience driving brand strategy, digital marketing, and creative execution across agency and organizational environments. Proven ability to lead cross-functional teams, manage multi-channel campaigns, and deliver high-quality creative that strengthens brand identity and engagement. Skilled in Adobe Creative Suite, web development, and data-informed marketing strategies. Now building an independent creative practice, partnering with brands and organizations on freelance creative direction, design, and consulting projects.

Professional Experience

Freelance Creative Director & Consultant Independent – Nashville, TN
September 2026 – Present

Director of Creative Service Nashville Area Chamber of Commerce – Nashville, TN
September 2022 – September 2026

- Lead creative strategy and execution across all marketing channels, supporting organization-wide initiatives and programs
- Oversee brand management, ensuring consistency and quality across digital, print, and campaign assets
- Direct and mentor a creative team, including interns and multimedia specialists, to deliver high-impact work
- Collaborate with internal stakeholders to plan and execute integrated marketing campaigns
- Improved digital presence through website optimization, social media strategy, and targeted advertising efforts
- Promoted from Manager to Director based on leadership, performance, and strategic contributions

Creative Project Manager Yonts + Co. – Bowling Green, KY
July 2018 – September 2022

- Managed end-to-end creative projects for a diverse client portfolio, from concept through execution and delivery
- Designed and developed brand identities, marketing materials, and digital assets including websites, social campaigns, and print collateral
- Led website design and development projects (primarily WordPress), including UX planning, wireframing, build, and post-launch optimization
- Provided creative direction and feedback to photographers, designers, and collaborators
- Facilitated client communication, strategy sessions, and presentations to align creative output with business goals
- Managed multiple client accounts simultaneously, balancing priorities and deadlines in a fast-paced environment
- Supported internal IT operations, including hosting management, email systems, and technical troubleshooting
- Promoted from Graphic Designer to Creative Project Manager based on performance, work ethic, and portfolio

Education

Bachelor of Arts in Advertising, Minor in Graphic Design | Western Kentucky University

Skills

Creative & Marketing	Design & Production	Technical & Tools	Professional
Creative Direction, Brand Strategy, Art Direction, Digital Marketing, Campaign Development, Content Strategy	Graphic Design, Web Design, UX/UI, Print Design, Video Editing, Photography	Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects), WordPress, Google Analytics, SEMrush, Unbounce, HTML/CSS (basic), Microsoft Office, Google Workspace	Project Management, Team Leadership, Communication, Collaboration, Strategic Thinking, Time Management

Additional Experience & Affiliations

Partnerships Chair & Board Member – Nashville Design Week
Member – Frist Art Museum Young Professionals (Warhol Society)

Links

Portfolio natehutcheson.com/projects	LinkedIn linkedin.com/in/nathanielhutcheson	Unsplash (1.5M+ Views) unsplash.com/natehutt
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