MICHAEL TRAYLOR

CREATIVE STRATEGY | BRAND DEVELOPMENT
DESIGN & CREATIVE LEADERSHIP

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Professional Summary

Creative leader with 20+ years of experience directing creative services, developing brand strategies, and leading design initiatives across healthcare, transportation, and product distribution industries. Experienced in building and guiding creative teams, translating business objectives into compelling visual communications, and partnering with stakeholders and executive leadership to deliver impactful marketing solutions across print, digital, and multimedia channels.

Core Competencies:
Creative Direction & Strategy ▪ Brand Development & Management ▪ Team Leadership & Development ▪ Marketing Communications
Visual Storytelling ▪ Digital & Print Design ▪ Web/UX Design ▪ Photography & Video Production ▪ Project & Resource Management
Executive & Stakeholder Collaboration ▪ Production Efficiency

Technology:
Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) ▪ Microsoft 365 ▪ WordPress ▪ HubSpot
Monday.com ▪ HTML/CSS ▪ AI-Enhanced Creative Workflows ▪ Emerging Creative Technologies

Professional Experience

One Call, Jacksonville, FL – 2020 to 2026

Creative Director

- Turned around an underperforming enterprise brand refresh by establishing a new creative direction and transitioning production in-house, avoiding an estimated $100K in additional agency costs. Subsequently led the ongoing evolution and stewardship of the One Call brand, maintaining consistency and strengthening brand equity across marketing, communications, and customer-facing touchpoints.
- Conceptualized, developed, and launched an in-house video production studio, leading equipment selection, studio design, infrastructure, and workflow development. Established a scalable production operation generating approximately 120 videos annually across internal communications, customer case studies, product overviews, and livestreams, saving an estimated $200K in production costs.
- Led creative direction, theme development, media production, and stage design for the annual sales conference, bringing production capabilities in-house and saving approximately $100K annually in design, media development, and show direction.
- Built trusted relationships with executive leadership, serving as a creative partner to accelerate the development and delivery of high-priority client-facing materials supporting critical business initiatives.
- Led and mentored the Creative Services team, fostering professional and creative development, streamlining workflows, and integrating AI-assisted tools to improve production efficiency, maintain quality standards, and consistently deliver projects on time.

The Suddath Companies, Jacksonville, FL – 2012 to 2020

Senior Manager of Branding and Design

- Led internal and external creative resources, overseeing brand development, creative direction, design, production, and distribution across multiple business units.
- Directed the development and execution of brand identities, visual standards, marketing collateral, digital assets, photography, and video content.
- Partnered with cross-functional leadership to translate business objectives and service offerings into cohesive brand experiences and effective marketing communications.

Interline Brands, Jacksonville, FL – 2003 to 2012

Senior Graphic Designer

- Developed and maintained branding across 13 distributor brands and 12 private-label brands.
- Managed creative projects from concept through completion, including catalogs, advertising, packaging, trade show displays, sales collateral, web design, and social media.
- Directed photography initiatives and supported brand identity development, logo trademarking, and registration.

Education

Florida State College at Jacksonville: 2001 - 2004 A.S. Degree in Graphic Design