

# David Schrimpf - Senior Creative Director | Brand Strategy, Integrated Campaigns & Audience Engagement

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## Summary

Award-winning Senior Creative Director with experience leading integrated campaigns and brand initiatives across consumer, lifestyle, institutional, and retail organizations. Translates business strategy into clear brand positioning, multi-channel campaigns, and audience-focused experiences that align teams, strengthen engagement, and maintain consistency across platforms and touchpoints.

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## Core Competencies

**Develops Brand Strategy & Positioning**

**Directs Brand Systems & Creative Output**

**Leads Integrated Campaigns**

**Structures Identity Systems & Architecture**

**Builds Messaging Frameworks**

**Drives Cross-Functional Alignment**

**Manages Marketing Communications**

**Shapes Audience Engagement Strategy**

**Governs Brand Standards & Compliance**

**Designs Content Systems & Experiences**

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## Selected Engagements

### Codexo AI (Healthcare Payment Integrity)

Evolved existing brand identity into a social-first campaign platform for a healthcare AI company, translating complex healthcare and AI concepts into clearer messaging and more consistent digital engagement.

### Caribou Coffee

Led seasonal retail campaigns connecting brand heritage to integrated in-store, digital, and social content supporting customer engagement and product visibility.

### Potlatch Paper Company

Led brand creation and positioning for multi-tier paper product lines, developing product storytelling and launch materials supporting commercial adoption and market growth.

### A.G. Edwards Financial

Directed evolution of a national financial brand toward a more approachable, client-focused identity through integrated communications, signage, and customer-facing brand experiences.

### Harley-Davidson MotorClothes

Directed lifestyle marketing campaigns and product communications that strengthened emotional audience connection and elevated the retail brand experience.

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## Experience

### Schrimpf Shapes, Minneapolis, MN

April 2006 - Present

### Creative Director (Freelance)

- Lead brand strategy, campaign development, and creative direction for consumer, lifestyle, and institutional organizations across digital, print, retail, and experiential channels.
- Translate business objectives into integrated campaigns and brand communications that improve clarity, consistency, and audience engagement.
- Partner with founders, marketing leaders, and stakeholders to align messaging, campaign priorities, and customer-facing communications.
- Develop scalable messaging and visual systems supporting integrated campaigns across multiple platforms, audiences, channels, and touchpoints.

#### Experience Continued

- Direct designers, writers, developers, and production partners through campaign development, launch execution, and production oversight.
- Lead project discovery and planning, aligning creative direction, deliverables, timelines, and stakeholder expectations across initiatives.
- Guide campaign execution from concept through launch, ensuring quality, consistency, and alignment across channels and teams.
- Maintain brand standards and campaign consistency across evolving customer, retail, and digital experiences.
- Oversee production and digital execution to ensure alignment with creative strategy, brand standards, and business goals.

#### **Ithaca College – Ithaca, NY**

Sept 2022 – Oct 2023

##### **Art Director, (In-House)**

- Managed institutional brand communications and integrated campaigns across admissions, alumni, departments, facilities, and advancement initiatives.
- Built messaging and visual identity frameworks that improved consistency across institutional communications and departments.
- Implemented DART (Dynamic Audience Response Targeting) platform supporting audience segmentation and targeted campaign execution.
- Partnered with leadership to align marketing communications with enrollment, advancement, and audience engagement goals.
- Directed remote team of designers producing integrated marketing assets across digital, print, environmental, and social channels.
- Oversaw direct-to-consumer marketing and institutional communications across digital, print, environmental, and social platforms.
- Led development of campus signage and environmental branding supporting institutional identity and visitor experience.
- Developed scalable campaign and communication templates streamlining marketing operations, execution, workflow, and efficiency.
- Participated in analytics reviews evaluating campaign performance, engagement trends, and marketing effectiveness with external agency partners.

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#### **Education**

##### **Minneapolis College of Art and Design – Minneapolis, MN**

##### **BFA, Visual Communications**