# ih_Creative

ILYA HARDEY

Beverly Hills, MI

I offer creative leadership in audience-focused design across traditional, digital, and social marketing. I'm energized by the opportunity to collaborate with forward-thinking teams and grow as an innovative and original story maker.

Throughout my career, I have collaborated with diverse industries, including automotive, government, financial, education, retail, hospitality, and entertainment. Noteworthy clients in my portfolio include the City of Detroit, Ford Motor Company, The United States Navy, Johnson Controls, Isle of Capri Casino Hotel, USPS, General Motors, Scotts Miracle-Gro, Prudential Investments, and Learning Care Group.

My commitment lies in delivering measurable results both in the process and the final product. With a clear vision and strategic approach, I am dedicated to challenging the routine and consistently seeking new, advanced, and innovative solutions.

## Experience

### Creative Director

Detroit, MI
Nov 2022 - Present

### City of Detroit

Working for the City of Detroit leading the City's communications department. Concentrating on programs funded by the American Rescue Plan Act (ARPA).

• Led the development of a citywide brand campaign to promote programs and services for Detroit residents.
• Created and produced a unified brand message across multiple platforms, including web, digital advertising, outdoor, television, print, radio, and collateral materials.
• Developed web strategies to support both new and existing initiatives.
• Enhanced the user experience across various City of Detroit department websites.

Creative Director

## GTB

Dearborn, MI
Apr 2019 - May 2022

Responsible for managing the digital creative team on Ford Tier II Shopper initiatives. The creative work spans across all digital channels; Tier II and Tier III web properties, National and regional OLA campaigns, Sales Events, Social Advertising, Sponsorships, and CRM.

---

Business Analyst | Product Designer

## GTB

Dearborn, MI
Oct 2018 - Apr 2019

Joining the Business Analyst team as a Product Designer has provided me the opportunity to immerse myself in the agile world of digital communications. Currently, I'm helping map out an approach that's specifically designed to prioritize and produce tangible deliverables for multiple tasks – while continuously optimizing the experience for better results. It's a collaborative effort among CRUX, DEV, PM teams that I'm excited to be part of.

Responsibilities include:
• Developing requirements to a host of Ford products
• Applying research, prototyping and testing
• Modifying the current platform to redefine the user experience
• Collaborating with Ford Labs, FordDirect and VMLY&R

---

Creative Director

## Search Optics

Ferndale, MI
Jan 2014 - Jan 2018

Creating customized solutions to one of the fastest growing marketing technology companies in North America.

Responsibilities include:
• Functioned as creative lead on automotive and non-automotive clients
• Managed and collaborated with team leads (strategists, analytics, developers)
• Guided design support for custom CMS
• Created all CRM material (sell sheets, email templates, style guides, presentations)
• Acted as production design lead and hired creative resource manager

Creative Director

## Team Detroit (GTB)

Dearborn, MI
May 2011 - Dec 2013

Main objective was to grow and enhance meaningful web products and services as well as building the brands for all our diversified accounts.

Responsibilities include:
• Implemented design strategy for our design team
• Lead team for three of our clients, presented original creative (digital and print)
• Produced websites for a global brand and worked closely with the development team
• Maintained a 360 degree approach to digital advertising (print, web, mobile)
• Utilized Rapid Ideation as the core for our creative process
• Negotiated pricing and hiring with third party vendors

---

VP, Associate Creative Director

## Campbell Ewald

Warren, MI
Dec 1999 - May 2011

Executing creative from conceptual development to final production on integrated direct mail, interactive, rich emails, mobile, OLM, OOH and print based collateral material.

Responsibilities include:
• Collaborated with our Senior Account team with our marketing strategy
• Maintained budgeting on direct marketing projects
• Created and collaborated on lead generated DM pieces
• Produced CRM tools and presentations for our clientele
• Implemented timelines and performance reviews as direct report for five creatives,

---

Sr. Art Director

## Eidos Advertising

Farmington Hills, MI
Feb 1989 - Dec 1999

Partnering with clients on innovative strategic solutions. Designing with in a variety of communication mediums (i.e. package design, digital media (electronic presentations), collateral, corporate identities, direct mail, and point-of-sale).

## Education

Graphic Design

### Center for Creative Studies College of Art & Design

Detroit, MI
Aug 1988 - May 1992

BFA in the graphic communications program

## Tidbits

### Recognition

DShow, Caddy's, Target Awards, ECHO's, The Mobius, The Caples, Effies

---

### Skills

Strategic thinker and motivator. Dedicated to challenging the routine by seeking new advanced and innovative solutions with 30 plus years of professional experience. Experience includes; Direct Marketing, Customer Relationship Management, Digital and Social Advertising, Brand Identity and Web Design.

Hard Skills: Adobe Creative Cloud, Apple iOS products, and Microsoft 365.

## References

### Global Chief Creative Officer at Commonwealth/McCann

Greg Braun

gbraun228@gmail.com
(248) 203-8000

## EVP, Marketing at DP+

Adam Wilson

awilson@dpplus.com
(248) 885-1595

## Partner, Chief Relationship Officer at Search Optics

Christian Fuller

christian@searchoptics.com
(248) 419-0191

## Chief Marketing Officer

M. Kathleen Donald

kathleen.donald@gmail.com