




Alec Witham


VP of Brand & Marketing

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Work Experience

ScreenBroidery DBA Thumbprint - VP of Marketing & Brand

Mar 2025 - current

Indianapolis, Indiana, United States

- Redefined the post-acquisition brand by building a unified messaging framework, visual identity, and website delivered in four months, which position the organization for enterprise expansion.
- Directed an 11-person creative + marketing team to create consistent storytelling across product, sales, and customer experience, increasing brand cohesion across all channels.
- Elevated enterprise RFP strategy by introducing modular storytelling and design systems, influencing \$8M+ in new pipeline opportunities.
- Developed a social storytelling engine that strengthened narrative consistency and is projected to drive a 41% organic lift and 540% improvement in attribution clarity.

ScreenBroidery (Acquires Thumbprint in 2025) - Director of Marketing & Creative

May 2023 - Mar 2025

Indianapolis, Indiana, United States

- Led the creative direction and brand evolution that helped the company achieve IBJ Fast 25 recognition with 141% growth in 2023 and 73.5% in 2024.
- Directed identity, messaging, and system design for the corporate rename and rebrand, including guidelines, visual system, and launch roadmap.
- Architected creative workflows and asset systems for Customer Success, supporting 95% retention and improved adoption of branded merch and gifting experiences.
- Guided an 11-person creative team through acquisition, elevating design quality and ensuring brand consistency across enterprise clients.
- Developed scalable creative + product workflows reducing drag across 1,300+ legacy accounts and enabling enterprise-quality output at speed.
- Partnered with Product to deliver on UI/UX frameworks that increased platform order capture by 55%.

ScreenBroidery (Acquires Thumbprint in 2025) - Creative Director

Jul 2022 - May 2023

Indianapolis, Indiana, United States

- Recruited by the CEO and COO to lead the reconstruction of creative, marketing, and product operations, successfully managing a 50% increase in team size to meet rising enterprise demand.
- Rebuilt creative operations and instituted PM systems within 30 days, cutting communication inefficiencies by 75%+ and increasing output capacity.
- Redesigned Customer Design workflows, reducing headcount by 50% while increasing annual production by 64% (2,383 projects).
- Established scalable creative + product pipelines that reduced platform launch timelines from 30 to 15 days and enabled 37 enterprise merch portals.
- Expanded creative strategy for demand gen, contributing to a 186% lift in leads and 13 enterprise platform agreements in the first month.
- Directed cultural-impact creative work, including a viral Activision Blizzard campaign generating 400M+ UMV and widespread national press.

The Great States Corporation DBA American Lawn Mower Co. - Creative Director

Jul 2021 - Jul 2022

Indianapolis, Indiana, United States

- Modernized a 125-year-old legacy brand during acquisition-driven expansion toward \$65M revenue, strengthening competitiveness across retail and e-commerce partners.
- Built cross-department automated workflows spanning five global teams, accelerating new product launch timelines by eight months.
- Led packaging, photography, video, and digital marketing creative direction for 500+ household products across major brands like Craftsman, Kobalt, and Black+Decker.
- Directed commercial video production for HSN and Lowe's, overseeing concept, scripting, talent coordination, and on-set creative direction to ensure brand consistency and retail-ready storytelling.
- Rebranded an emerging DTC brand and led a full Amazon A+ rollout, improving category rank by 45%, increasing traffic and conversion.
- Designed asset-management architecture restructuring 80,000+ assets to streamline production and ensure global brand consistency.

ScreenBroidery (Acquires Thumbprint in 2025) - Creative Director

July 2016 - July 2022

Indianapolis, IN

- Promoted to Creative Director to build a high-volume creative department supporting 1,000+ active clients across merch, retail, events, and enterprise programs.
- Scaled the creative team from 1 to 6, incorporating international talent to reduce labor costs by 75% while enabling 24/7 production.
- Concepted and launched viral reactive product drops, including one tied to a U.S. President's tweet that sold 9,000+ units in 24 hours and contributed \$1M+ annual revenue.
- Co-led launch of a fulfillment center shipping 30,000+ packages annually, unlocking enterprise opportunities including Fortune 10 partnerships.
- Migrated 20+ merch stores to Shopify and helped develop the scalable platform powering 85+ enterprise stores.
- Directed philanthropic creative campaigns generating \$250K+ for crises including fallen officers and school shooting victims.
- Co-built creative systems supporting 593% revenue growth, contributing to IBB Fast 25 awards.
- Led corporate identity redesign that won the GDUSA Brand Identity Award (2022).

Education

Ball State University - BFA, Visual Communications

Aug 2010 - May 2015

Muncie, IN

Memberships & Volunteering

- New Choice (Domestic Violence Shelter) - Volunteer
- Million Meals Movement - Volunteer
- Pavilion University - Member
- Exit 5 - Member
- AIGA Creative Mornings - Member