

destiney BARKER

Creative & Marketing Director |
Brand Strategy, Integrated |
Marketing & Consumer Growth

about me

Results-driven creative and marketing professional with extensive experience in graphic design, innovative marketing strategies, thought leadership, and business development.

Seeking a position that allows me to apply my expertise while continuing to evolve and drive meaningful growth.

(513) 237-7035
desbarkcreative@gmail.com

203 Twain Ave
Cincinnati, OH 45233

portfolio

desbarkcreative.com

software skills

Creative & Brand Systems

- Adobe Creative Cloud -
(*Photoshop, InDesign, Illustrator*)
- Figma

Marketing & Campaign Platforms

- Google Analytics
- Meta Ads Manager

CMS Platforms

- Webflow
- HTML
- CSS

Cloud & Infrastructure

AWS (S3, Route 53, SES), DNS/SSL Setup, Cloudfront, Email Authentication (SPF, DKIM)

education

DeVry University of OH - Cincinnati
BS Multimedia Design

The Art Institute of OH - Cincinnati
AS Graphic Design

experience

Director of Brand Development

HealthcareLive | B2B & B2C

Oct 2023 - Present

- Led brand strategy and positioning, driving 20% revenue growth across employer and consumer segments
- Partnered with executive leadership to define annual growth strategy, sales targets, and KPIs through data-driven research
- Designed and optimized the end-to-end customer journey, increasing engagement and conversion by 67%
- Scaled integrated demand generation programs, delivering 13% YoY and 23% growth in qualified leads
- Expanded social audiences from hundreds to thousands, significantly increasing brand reach
- Increased marketing investment from five-figure to six-figure budgets to support sustained growth

Creative Director

Pauly Vision | B2B & B2C

March 2025 - Present

- Led creative strategy and execution across digital, paid social, brand identity, web, print, and video, delivering integrated, multi-platform campaigns aligned to business goals
- Increased a client's overall brand awareness by 40% through engaging, platform-specific content strategies
- Partnered with leadership to shape creative direction and storytelling while managing and mentoring freelance creative teams
- Presented strategic concepts and creative work to clients and stakeholders with clarity and confidence
- Led an event campaign for donations for a non-profit exceeding their goal of \$100K to \$340K in just 3 months
- Ensured high-quality, innovative output by reviewing all deliverables and staying current on industry trends and tools
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Director of Marketing & Business Development

Elevar Design Group

Dec 2022 - Aug 2023

- Led brand strategy and market positioning to strengthen brand recognition and drive sustainable revenue growth
- Created compelling RFP presentations landing large client projects averaging a 6 month growth of 1.1M
- Served as regional brand ambassador, building strategic community and industry partnerships to expand market presence and customer acquisition
- Partnered with executive leadership to define annual growth strategy, sales objectives, and KPIs based on market trends including: Social presence, MQL's, retention rate and NPS.
- Built and executed integrated marketing programs across digital, social, content, and PR channels to support long-term brand growth

Senior Graphic Designer

MIVIE (*Marginalized Impact Value Indicator for Equity*)

Jul 2022 - Aug 2023

- Developed brand-aligned visual assets to engage clients, communicate value, and support an exceptional customer experience
- Translated MIVIE's mission, vision, and social impact framework into clear, accessible design to drive adoption of the MIVIE Social Impact Certification

Art Director - Transit

Adsposure

Dec 2017 - Jul 2022

- Led design team in development and print production of North American B2B and B2C vehicle and environmental graphics
- Drove continuous focus on refinement of culture and processes to improve efficiency, product quality, and client experience
- Mentored technical, problem solving, and leadership skills in team members to promote consistent career growth