



David Sharpe

Creative Professional

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CAREER PROFILE

I am a strategic, creative professional with 15+ years of experience leading design, marketing, advertising, communications, and web development for NPOs, NGOs, B2Bs, B2Cs, and SMBs serving multiple industries. My client experience covers a diverse range, from the bourbon industry and international chemical manufacturing to consumer goods, human services, school board and state legislative elections, the U.S. State Department, and a counter-terrorism think tank.

Core competencies include

- designing and implementing all aspects of multi-channel marketing strategy,
- authoring development communications that drive donor engagement,
- overseeing the entire content production life-cycle in print and digital formats,
- and designing and building WordPress sites that are engaging to visitors and user-friendly to the content creators.

Portfolio available at davesharpe.com.

PROFESSIONAL EXPERIENCE

Creative Services Manager

Louisville Orchestra | Louisville, KY
December 2023 - Present

I started as a Marketing Manager with the Orchestra, but after a couple of months, that position was eliminated, and the Creative Services Manager position was created.

- I lead the creation of all visual content for Louisville Orchestra marketing efforts, including promotional materials, program designs, digital ads, and social media graphics.
- I work with the Development, Patron Services, and Strategic Partnerships teams to create supporting materials such as subscriber ticket packets, direct mail items, brochures, and booklets.
- I collaborate with all marketing team members to ensure consistency in the Orchestra's visual branding across all platforms and materials.
- As part of my responsibilities, I oversee the functionality and maintenance of the Orchestra's website. This includes managing the current site, which was created in WordPress several years ago, and ensuring its smooth operation until the new website is up and running.

Marketing and Web Development

An Agency | Louisville, KY
July 2021 - April 2023

As a founding member of an advertising agency, I helped grow revenue from \$0 to \$240,000 in six months with ten clients

- Designed and built custom WordPress sites
- Designed and built digital ads—static and animated
- Created concepts for ad campaigns, including an award-winning television/internet commercial for Rabbit Hole Distillery
- Working with media planning and buying agencies, provided digital marketing and social media strategies for consumer, industrial, and B2B clients
- Managed nine web servers and 12 client websites
- Managed creative partners, vendors, and design interns

Marketing and Communications Coordinator

St. Vincent de Paul Louisville | Louisville, KY
December 2017 – July 2021

- Oversaw strategic marketing communications and entire digital and print content production for an organization with a \$7M annual budget, including writing 100+ articles, graphic design, managing the department budget, and supporting programs and Development Department.
- During the first year of the pandemic, while working closely with the Associate Director of Development, we increased donations by 38% over the previous non-pandemic year by strategically and transparently communicating the impact the pandemic was having on fundraising efforts and the ability of the organization to fulfill its mission
- Increased annual donations by 40% (\$264,093 to \$370,476) by designing and implementing multi-channel campaigns through print, web, email marketing, and direct appeal communication
- Under my direction, St. Vincent de Paul Louisville became the first local NPO to launch a HyprMail campaign, a partner product to USPS's Informed Delivery for direct mail that delivers Google Display ads and Facebook ads. Impressions for the first campaign were near 50,000, and online donations quadrupled
- Directly raised \$230,000+ by producing and publishing a monthly print newsletter reaching 5,000 donors, with each publication generating \$13,000-\$51,000 monthly
- Raised \$43,000 for COVID-19 response through one newsletter appeal and a proactively organized community response
- Oversaw entire digital and print content production, including writing 100+ articles and program reports, in-store signage, brochures, annual reports, catalogs, packaging, newsletters, and forms
- Grew social media presence using targeted communications, a monthly email newsletter, blogging, and content creation
- Led organization-wide branding efforts, including design for the annual gala (300+ attendees), a new fundraising event, a new in-kind gift drive, and an internal cultural competency initiative
- Delivered 1.6 million digital ads and increased website traffic to 6,000+ per month in 5 months

SKILL SET

Design for Web, Print, and OOH
Marketing Strategy
External Communications
Internal Communications
Project Planning
Project Management
Vendor Management
Client Relations
Microsoft Office
Google Workspace
WordPress
WordPress Multisite
WooCommerce
Tumult Hype
Google Analytics
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat
Mailchimp et al.

RECENT AWARDS

“Wonderful Party” for Rabbit Hole Distillery (Writer)

2023 American Advertising Awards – Louisville

- Gold Addy for Regional/National Television Commercial
- Gold Addy for Internet Commercial Campaign

2023 American Advertising Awards – District 5

- Silver Addy Regional/National Television Commercial

2023 AIGA Louisville 100 Show

- Best of Category in Motion Graphics, Animation and Video

EDUCATION

B.A. in Art, emphasis in photography from the University of Louisville