

# RYAN CARPENTIER

CREATIVE DIRECTOR | PROJECT DIRECTOR



## THE PIZZA PRESS

### PROJECT DIRECTOR

MAR/2017 - OCT/2018

Responsible for all new store openings from execution of lease to location grand opening. Development of strategic growth plans within our internal and franchise organization. Created multiple processes to help guide new franchisees through construction, contract negotiations, and equipment sourcing. Controlled and managed the project management department and key decision maker on new store layouts and on-brand guidelines. Controlled and managed all third party vendors involved with new store builds.

#### Key Accomplishments:

- Developed and ran a new project management and wholesaling arm of our business that generates \$2.5 million in revenue with a 34% profitability in 2017.
- Successfully launched 30 new locations between 2015 and 2018 from lease execution to grand opening.
- Refined project management department to relinquish all liability while maintaining profit margins and a successful revenue stream in 2018
- Designed an extensive architectural guidebook for future store development which included every element needed to build out a location.
- Forged strong partnerships with third party vendors, supplies, and contractors reducing overall build cost and generating a new corporate revenue stream.
- Lead and advised marketing department during key transition periods.

### CREATIVE DIRECTOR

AUG/2015 - MAR/2017

Controlled and managed the creative and marketing department and key decision maker on brand guidelines and marketing strategies. Designed and developed new brand standards, streamline processes in terms of artwork and marketing material, as well as secure new relationships with print and marketing vendors. Created PR content for multiple industry leading publications.

#### Key Accomplishments:

- Increased corporate location profitability by over 4% from fiscal year end 2015 to 2016 through new marketing initiatives, new photography, and updated branding.
- Developed brand guidelines & standards books.
- Renegotiated vendor contracts & processes resulting in an average 50% cost savings department wide.
- Designed a successfully franchising marketing campaign that led to the sale of over 50 total units.
- Designed and developed an internal marketing portal for all print and in-store materials for all corporate and franchise locations.
- Redesigned and launched a new company website allowing more flexibility and reduced overall cost.
- Responsible for all photography and video content developed.

## SANDBOX MARKETING

### ART DIRECTOR

JAN/2013 - JULY/2015

Responsible for providing strong and visually stimulating pitch decks for experiential concepts and events. In charge of graphic design execution, print and graphic applications, digital and web content, photography, and videography. Design and modeled 3D renderings of event spaces and activations for clients and pitch decks.

#### Key Accomplishments:

- Pitched and landed largest event contract in company history generating over \$1.2 million in revenue with Bose.
- Successfully grew business relationships with at least 6 new clients including Bose, Spotify, Pioneer, Beam Suntory, Osis+, and Schwarzkopf Professional and doubled year over year revenue.
- Designed and directed a full production video shoot with how-to videos for a national campaign with new Schwarzkopf products launching in Walmart.
- Designed and built a modern and comprehensive company website that lead to multiple leads and new clients.
- Hired and lead multiple activation and production teams for various events.

## CONTACT

RMCARPENTIER@GMAIL.COM  
714/322.6694  
ORANGE, CA  
RYANCDDESIGNS.COM

## EDUCATION

B.A. ART | GRAPHIC DESIGN  
WEST VIRGINIA WESLEYAN | 2009

## SKILLS

ILLUSTRATOR | PHOTOSHOP  
INDESIGN | LIGHTROOM  
PREMIERE PRO | WORDPRESS  
SKETCHUP | 3D PRINTING  
PHOTOGRAPHY | VIDEOGRAPHY  
MARKETING | LEADERSHIP  
CONSULTING | BRANDING  
IDENTITY | IDEATION

## CLIENTS

BOSE | SPOTIFY | NEW ERA  
SCHWARZKOPF | LA CLIPPERS  
PREFERRED ACCESS | ICRACKED  
COMPLEX | DVS SHOES | KROQ  
SUZUKI | CHARLOTTE RUSSE  
BILLS PIPES | BANKS POWER  
CALIFORNIA CONTRACTOR EXPO  
TARBELL REAL ESTATE | ACCO  
BULLFROG SUNSCREEN  
CLAY SMITH CAMS

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## ANSWER RACING / MSR / PROTAPER

### • GRAPHIC DESIGNER

MAR/2011 - DEC/2012

Designed multiple product runs of helmets, gloves, and other motosports gear to be produced and sold. In charge of other aspects of the brand like print and digital advertising published in multiple magazine and websites like RacerX and Transworld. Served as in-house photographer and videographer for all 3 brands. Lead shooter and editor on videos featured on our own YouTube account as well as other motosports. Sole designer and editor of company main website as well as other affiliate websites.

#### Key Accomplishments:

- Designed and developed a new off-road riding jacket.
- Sole designer on extensive catalog provided to distributors across the country.
- Lead designer on all print and digital marketing material within industry leading publications
- Sole designer of exclusive licensed gear relationship with Metal Mulisha.
- Directed all new product launch photo and video shoots.

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CLAY SMITH CAMS

## FREELANCE / OTHER BUSINESS

### • UNSCENE VISUALS

OWNER - Photography | Videography | Consulting | Web Development

MAR/2012 - PRESENT

### • C&S PARTNERS LLC.

PARTNER - Consulting | Restaurant Operations & Development

DEC/2016 - PRESENT

### • ACORN SUPPLY CO.

OWNER - Hand Crafted Home decor

OCT/2018 - PRESENT