

# James Mack Sutton

[jmsutton.ii@gmail.com](mailto:jmsutton.ii@gmail.com) | (386) 290-3143 | Saint Petersburg, FL, USA | <https://www.macksutton.com>

Creative Lead with 12+ years of experience leading brand, web, and marketing design across tech, B2C, B2B and government sectors. Defines creative direction, builds scalable design systems, and aligns cross-functional teams around consistent, high-quality brand execution.

## WORK EXPERIENCE

### Creative Lead

KORE Wireless | Remote | September 2025 - Present

- Lead global creative across marketing, product, channel, and brand
- Partner with leadership on go-to-market strategy and brand direction
- Oversee 100+ monthly assets across digital, events, and partner channels
- Direct internal teams and external partners on campaign execution
- Lead creative direction for product launches and executive presentations
- Set creative standards and review processes across all brand output
- Build and scale design systems and templates to improve speed and alignment
- Mentor designers and cross-functional teams to improve quality and consistency

### Senior Graphic Designer

MindPoint Group | Remote | May 2023 - Nov 2024

- Led creative for cross-team marketing initiatives
- Designed pitch decks, proposals, and whitepapers
- Built templates to speed up production
- Maintained brand consistency across departments
- Created digital campaigns and webinar content
- Supported sales and business development efforts
- Aligned creative execution with campaign and business goals

### Graphic & Website Designer

WebPelago - Remote | Feb 2019 - Mar 2023

- Managed 40+ web projects and directed contract designers
- Created branding systems, UI assets, and marketing collateral
- Improved UX, reducing bounce rates by 15%
- Delivered 50+ design projects quarterly

### Web Designer

357WebDesign - Ormond Beach, FL | Jan 2015 - Feb 2019

- Designed and launched websites for regional businesses
- Managed PPC, SEO, and A/B testing to improve ROI and conversions
- Delivered print and digital assets across campaigns

## SKILLS

### Design & Strategy:

Brand Strategy  
Graphic Design  
Website Design  
UX/UI Design  
Logo Design  
Typography  
A/B Testing  
Template Development  
Advertisement Design  
Video Editing

### Marketing & Execution:

Channel Marketing  
ABM Marketing  
Social Media Campaigns  
Events & Tradeshow Design  
Competitor Analysis  
Mentoring and Training

### Tools & Software:

Adobe Creative Suite  
Figma  
HubSpot  
Microsoft 365  
Google Analytics  
Ai Design Tools  
Canva  
Slack

## EDUCATION

- M.A. - Interactive Entertainment - UCF - Orlando, FL
- BFA - Graphic Design - FSU - Tallahassee, FL