



JOEL BENTLEY
ASSOCIATE CREATIVE DIRECTOR

- jdbent@gmail.com
- mustbegridding.com

ABOUT

Creative designer with over ten years of experience in developing strategies and designs for brands of all sizes. Expertise spans brand strategy, identity design, conceptual development, content creation and campaign advertising across both experiential and digital platforms.

My approach is collaborative and free from ego. I aim to infuse creativity and empathy into every marketing objective, ensuring brands connect with their audiences in a meaningful and impactful way.

EDUCATION

INDIANA UNIVERSITY

Bloomington, IN - BA Fine Art
Design & Communication Focus

EXPERIENCE

SIMON/MYERS

3 yrs 7 mos

CHICAGO, IL

Associate Creative Director

1 yr

Elevated from individual contributor to leadership, mentoring junior designers and leading cross-disciplinary brainstorming. Spearheaded a culture of creative excellence, driving process innovation with the latest AI tools like Midjourney and Chat GPT. Improved team dynamics and agency culture through a positive attitude, enhancing productivity and collaboration.

Art Director

2 yrs 7 mos

Excelled in branding, digital content, and branded video direction, transforming complex information into engaging visuals. Implemented iterative design approaches, integrating team feedback for impactful final products. Inspired continuous learning by introducing new ideas, processes, and technologies, boosting creative output.

ALCHEMY STUDIOS

2 yrs 3 mos

CONTRACT CREATIVE

Realized ambition of business ownership, successfully assisting multiple agencies and business owners with strategic and creative needs. Maintained strong client relationships, ensuring consistent, exceptional service. Prioritized client success, fostering ongoing collaboration and delivering impactful results.

STIR MARKETING

2 yrs 6 mos

MILWAUKEE, WI

Art Director

Designed for diverse clients, overseeing identity design, web design, and print collateral. Directed photo and video shoots, playing a key role in ad concepting and brand identity system design. Mentored junior and freelance designers, effectively solving diverse client needs in a close-knit agency environment.

GMR

2 yrs 3 mos

MILWAUKEE, WI

Art Director

Directed design teams for clients like Comcast, NASCAR, and Humana. Led experiential brand activations, delivering innovative, engaging solutions. Enhanced project efficiency through cross-department collaboration, supporting internal initiatives and contributing to agency growth and success.