

DYLAN BRETON

Senior Director, Creative & Technology

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 732.763.2583

 [Portfolio](#)

PROFESSIONAL SUMMARY

Creative executive with 14+ years of experience defining and governing brand vision across digital platforms, campaigns, and live experiences. Leads creative systems from concept through execution, balancing visual standards, UX clarity, and measurable performance. Trusted partner to executive teams, known for combining creative judgment with systems thinking to drive engagement, growth, and brand consistency at scale.

PROFESSIONAL EXPERIENCE

Senior Director, Creative & Technology

Immunoglobulin National Society (IgNS) | 2021–Present | www.ig-ns.org

Defines and leads the creative direction for a national healthcare organization, overseeing brand vision across digital platforms, national conferences, education programs, and multimedia communications.

- Established and governed a unified visual and content system spanning web, email, print, video, and live event environments, ensuring consistency and scalability.
- Directed creative strategy for national conferences, contributing to a 30% year-over-year increase in registrations through cohesive branding and integrated digital communications.
- Led the redesign of the corporate website and learning management system, aligning UX, content structure, and visual storytelling to improve engagement and conversion across membership and certification programs.
- Served as creative lead and strategic partner to executive leadership, translating organizational goals into clear creative direction and execution roadmaps.
- Managed and mentored internal design talent while overseeing external creative, development, and production vendors.
- Integrated AI-assisted workflows into creative production to improve efficiency while maintaining quality and review standards.

Director of Digital Marketing

Elixirgen Scientific | 2021 | www.elixirgensci.com

Led creative and digital strategy for a biotech organization, modernizing brand presence and supporting lead generation and conference initiatives.

- Repositioned the brand through a comprehensive digital creative overhaul, including website, marketing collateral, and campaign assets.
- Designed and launched a new corporate website with improved narrative clarity and visual hierarchy.
- Directed creative development for conferences, Google Ads, and targeted lead-generation campaigns.

Manager, Marketing & Digital Communications

ACell, Inc. | 2019–2021 | www.acell.com

Owned creative direction and digital execution across direct-to-consumer and corporate initiatives.

- Led a nationwide D2C awareness campaign, including custom landing experiences, video production, and targeted advertising.
- Directed the design and implementation of a mobile sales enablement platform, improving field team access to approved content and usage insights.
- Launched and grew branded YouTube channels, producing 27 original videos and driving 40K+ views with sustained subscriber growth.

CREATIVE LEADERSHIP SCOPE

- Creative Direction and Brand Governance
- Digital Platforms and UX Oversight
- Integrated Campaign and Content Systems
- Creative Operations and Team Leadership
- Analytics-Informed Creative Decision Making
- MarTech and AI-Enabled Workflows
- Executive and Cross-Functional Collaboration

SELECTED LEADERSHIP IMPACT

- Defined creative direction for large-scale national conference experiences across digital, print, and live environments.
- Led brand modernization efforts for healthcare, biotech, B2B, and investment organizations.
- Directed visual strategy for executive presentations, investor communications, and high-stakes content.
- Built and mentored creative teams while balancing vision, execution, and operational constraints.

PLATFORM & TOOLS

- Adobe Creative Suite
- HubSpot
- WordPress
- WooCommerce
- Mailchimp
- GA4
- Looker Studio
- Google Ads
- Salesforce
- Trello
- Slack

ANALYTICS & MARKETING SYSTEMS

Google Analytics (GA4) • Google Ads • Salesforce
LearnDash • Mailchimp • Pardot • Constant Contact
Trello • Asana • Slack • WooCommerce

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design
Rutgers University – Mason Gross School of the Arts

Manager, Marketing & Design

Realterm | 2015–2019 | www.realterm.com

Directed creative strategy and brand execution for a global infrastructure investment firm.

- Led visual direction for investor presentations, events, internal communications, and marketing materials.
- Directed the redesign of the corporate website and SharePoint portal to align brand visuals with strategic positioning.
- Partnered closely with executive and finance teams to translate complex concepts into clear, compelling visual narratives.

Graphic Designer

RectorSeal | 2013–2015 | www.rectorseal.com

- Produced branded print and digital marketing assets across multiple product lines.
- Initiated the company's first structured digital and email design workflows.

Marketing Manager

Amega Scientific — Branchburg, NJ | 2008–2013

- Managed in-house creative resources and oversaw brand, digital, and UX initiatives.

Graphic Designer

McGraw-Hill Learning Solutions — Hightstown, NJ | 2007–2008

- Designed textbook covers and educational layouts aligned with institutional brand standards.

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