

Lance Pilgrim

CREATIVE DIRECTOR

NEW YORK, NY

p. 929.242.9974

e. lance@lancepilgrim.com

EXPERIENCE

P&P Studio | New York, NY

Creative Director, Founding Partner

October 2014 - Present

- Lead a creative team of 10 in developing and refining brand identities, systems, and guidelines to effectively communicate clients' values, achieve goals and resonate with target audiences in the food & beverage, consumer package goods, and hospitality verticals.
- Develop brand strategy and positioning, ensuring that creative work aligns with the brand's vision and objectives.
- Create brand ecosystems that allow for brand consistency across multiple touch points and experiences, while setting the path for brand growth and expansion.
- Aided 6 start-ups from ideation to launch, and re-branded 7 heritage companies to appeal to modern markets.
- Produced high-quality, effective campaigns for clients in the CPG industry, resulting in a 30% increase in client retention over a 3-year period.
- Oversee experiential and digital content development along with social strategy to grow brand visibility while maintaining brand approachability.
- Manage and mentor designers and art directors, ensuring projects are delivered on time and exceeded client expectations, while tailoring tasks to accentuate each person's strengths and providing new opportunities to grow.
- Collaborate with account managers, consultants and clients to ensure projects meet their objectives and KPIs
- Maintain relationships with vendors and contractors to ensure quality and timely delivery of creative assets.

Freelance | New York, NY

Creative Consultant, Art Director, Designer

2006 - Present

- Collaborate closely with top-tier brands and agencies to provide exceptional creative expertise and design services to a roster of marquee clients.
- Notable clients include industry titans such as Apple, Audible, Beats by Dre, Dr Pepper, Evian, and Wells Fargo.
- Demonstrate expertise in curating and securing visual artists for unique experiential campaigns and in-person events. Employ meticulous attention to detail and a keen eye for talent to ensure the success of each campaign, leaving a lasting impression on clients and attendees alike.
- Advise clients on emerging creative trends, providing insights and recommendations to optimize their overall creative strategy and improve their brand presence.

EDUCATION

Bachelor of Fine Arts in Graphic Design

Mason Gross School of the Arts at Rutgers University, New Brunswick, NJ

2002-2006

SKILLS

- Brand strategy
- Brand identity development
- Branding and identity design
- Creative leadership and team management
- Trend forecasting and analysis
- Vendor and contractor management
- Adobe Creative Cloud
- Adobe Substance 3D Collection
- Strong Communication and Collaboration

REFERENCES

Available upon request.

Lance Pilgrim

CREATIVE DIRECTOR

NEW YORK, NY

p. 929.242.9974

e. lance@lancepilgrim.com

EXPERIENCE

Big Idea Advertising | New York, NY

Creative Director

March 2012 - October 2014

- Led the development and execution of creative strategies for various clients, including global brands in the legal, finance, F & B, and hospitality industries.
- Worked closely with clients to develop brand positioning and messaging that resonated with their target audiences, while overseeing the development of brand guidelines and standards, ensuring consistency across all touch-points.
- Took the lead on presentations and pitches to clients and board members
- Managed a team of designers, art directors and copywriters, ensuring that projects were completed on time and within budget.
- Collaborated with account managers to understand client needs and goals, resulting in a 95% client satisfaction rating.
- Mentored and trained art directors, resulting in a 60% increase in team productivity.

Senior Art Director

March 2010 - March 2012

- Led a team of designers to develop and execute creative concepts for advertising campaigns across print, digital, and social media platforms.
- Collaborated with copywriters, account executives, and other stakeholders to ensure creative alignment with brand objectives and messaging.
- Provided art direction and oversaw the development of key brand assets such as logos, packaging, and websites.
- Mentored and developed junior designers to support their professional growth and foster a positive and collaborative team culture.

Graphic Designer

April 2008 - March 2010

- Designed and developed marketing materials such as brochures, direct-mail, and print advertisements.
- Worked closely with the Creative and Art Directors to design packaging for retail products in the F&B, cosmetics, and hospitality industries.
- Collaborated with copywriters to ensure creative alignment with brand messaging and developed creative concepts for new business pitches.
- Managed production and printing processes to ensure high-quality deliverables within budget and timeline constraints.
- Developed and maintained strong client relationships, providing exceptional service and support.

AWARDS

- 2015 Davey Awards Winner, Silver
- 2015 Hermes Creative Awards Winner, Gold
- 2015 Communicator Awards Winner, Gold
- 2014 Davey Awards Winner, Gold
- 2014 Davey Awards Winner, Silver
- 2014 Communicator Awards Winner, Silver
- 2013 Davey Awards Winner, Gold
- 2013 Davey Awards Winner, Silver
- 2012 Summit Awards Winner, Bronze

ADDITIONAL ACTIVITIES

- NFT Artist, SuperRare, 2021-present
- Consultant and Artist, Invader Comics (fka. 215ink), 2014-present
- Co-Creator, Fake Banksy Sells Out, 2013
- Documentary Film Director, FLOW: For the Love of Words, 2006