

RON LIM

CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

Award-winning Creative Director with 20+ years of experience creating multimedia campaigns encompassing broadcast, digital, outdoor, print, events, and guerilla marketing. Over a decade leading teams of up to 20 direct reports. History of new business wins for global agencies, including international clients.

EXPERIENCE

FREELANCE. Creative Director, Art Director, Copywriter, Illustrator. **September 2024 - Present.**

SERVICENOW. Contract/Senior Art Director. October 2023 - August 2024.

Contract senior art director on the brand and film teams.

- Led the development of global and customer/partner films, including projects for NHL, Aston-Martin F1 Racing, and VISA.
- Conceptualized and executed event theming and promotional materials for Knowledge24 and CreatorCon10.
- Designed and implemented digital campaigns, internal communications, and social media content.

SALESFORCE. Associate Creative Director (Director Customer Marketing). **December 2015 - March 2023.**

Solutions-oriented creative lead on AppExchange. Managed team servicing 20+ internal clients. Promoted from Senior Art Director to Associate Creative Director; managed digital, print, social, and video campaigns.

- Designed environmental elements for webinars and partner events; led the creative direction for Einstein Zone at Dreamforce 2019 with over 100,000 attendees.
- Spearheaded the use of templated campaigns, streamlining the partner program, which enabled us to service 10+ partners per quarter.
- Liased with external agencies and contractors, and generated quarterly business reports for team distribution.
- Awarded Content Marketing Award for three consecutive years.

FREELANCE. Creative Director, Art Director, Copywriter, Illustrator. **February 2015 - December 2015.**

- Broadcast, digital, print campaigns and web content writing for ATTIK, Digitas, Cog1.
- Clients: Scion, Hack Reactor, ThinAir, Electronic Arts, eBay, Concord/Stax Records (Paul McCartney, Paul Simon, Steve Perry, and Nathaniel Rateliff & The Night Sweats).

ATTIK, S.F. Creative Director. May 2006 - February 2015.

Brought on as Associate Creative Director and promoted to CD after acquisition by Dentsu; directed and mentored 8+ creative teams.

- Led campaigns for Scion, Lexus (U.S. and international), Toyota (U.S. and Saudi Arabia), Yahoo, Sony Online Entertainment, ExpressJet Airlines, AOL, and Moviefone.
- Delivered campaign for the Lexus IS-F that increased awareness by 20% and recall by 17% (National CineMedia).
- Received recognition from the One Show, Addy, and FWA for campaign excellence.
- Selected as a panelist and speaker at industry events, including SF Egotist's ONCE and Variety's 3-D Entertainment Summit.

EDUCATION

ACADEMY OF ART UNIVERSITY. Bachelor of Fine Arts.

- Advertising Major • Graduated with Distinction

EXPERTISE: • Team Leadership: 15+ years managing creative departments • Talent Development: 6+ hires have become creative directors • Cross-functional Collaboration • 18+ years building world-class brands

AWARDS/ACCOLADES: One Show, D&AD, Cannes Lions, the Addys, the Tellys, Clio Awards, London International Advertising Awards, Effies, Stout-Laden International Advertising Festival, Content Marketing Awards, M16 Game Marketing Awards, OAAA Awards, Ad Age Best Ads, Adweek, the San Francisco Show.

SKILLS: Adobe Creative Suite, Figma, Canva, Slack, generative AI, Microsoft Office Suite.