



## Derek Claussen

Creative Mover and Shaker

### Personal Skills

#### Soft

- » People Leadership
- » Critical Thinking
- » Culture
- » Mentorship
- » Influence
- » Emotional Intelligence
- » Situational Leadership (SLII)
- » Project Management for Non-Project Managers

#### Technical

- » Adobe Creative Cloud
- » Microsoft 365
- » WordPress
- » Canva
- » Kittl
- » Asana
- » Slack

### Education

BFA, Univ. of South Carolina Aiken

### Contact



#### Call now

P: (815) 272-4811



#### Visit me

[derekclaussen.com](http://derekclaussen.com)



#### Email me

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#### Address

Lisle, Illinois

## POSITION STATEMENT

Seeking a leadership role as a Creative Director or Creative Services leader where I can apply my proven ability to build and guide high-performing creative teams, drive cohesive brand and content strategies, and deliver impactful, people-centered marketing solutions that elevate both team culture and business outcomes.

## CAREER PROFILE

Creative and marketing leader with extensive experience leading multidisciplinary teams across content, design, and brand strategy within nonprofit and mission-driven environments. Proven track record of fostering collaborative, people-centered team cultures while delivering high-quality creative work across digital, print, and social platforms. Combine strategic oversight with hands-on creative expertise to guide full project lifecycles, align marketing initiatives to organizational goals, and elevate brand consistency and audience engagement. Adept at mentoring talent, improving workflows, and implementing processes that enhance efficiency, quality, and cross-functional collaboration. Known for leading through influence, building strong relationships across departments, and supporting teams in fast-paced, resource-constrained environments while maintaining a positive, solutions-oriented approach.

## PROFESSIONAL EXPERIENCE

### Radiological Society of North America (RSNA) Oak Brook, IL, Oct. 2019 — Mar. 2026 Assistant Director, Creative Services

- » Orchestrated content strategy and governance initiatives in partnership with content operations and communications teams, aligning messaging with user needs and organizational objectives across all channels.
- » Collaborated with marketing strategy and management teams to deliver research-driven insights that shape messaging, promotional content, and audience engagement strategies.
- » Partnered across web, content, and social teams to ensure cohesive, high-quality delivery of integrated digital and print content.
- » Championed brand consistency by aligning closely with branding and design leadership to enforce standards across all marketing and creative outputs.
- » Directed and guided the graphic design team to ensure excellence in quality, accuracy, consistency, and timely execution of branded materials.
- » Spearheaded RSNA's social media strategy, working cross-functionally to align efforts with organizational priorities while leveraging platforms for audience insight and engagement.
- » Led and developed Senior Managers and their teams, fostering a culture of accountability, collaboration, and high performance across creative and content functions.
- » Oversaw end-to-end creative operations, guiding teams from concept through execution while ensuring alignment with engagement and marketing objectives.
- » Drove the development and execution of marketing initiatives by defining strategic benchmarks and evaluating program performance and outcomes.
- » Provided direction and oversight to freelance contributors, ensuring seamless integration into team workflows and project deliverables.
- » Invested in team development by mentoring, training, and cultivating creative, content, and social media talent to elevate team performance and morale.
- » Promoted a collaborative, people-first environment by strengthening cross-departmental relationships and encouraging open communication and shared ownership of outcomes.
- » Built and maintained strong partnerships across communications, marketing, UI/UX, and business intelligence teams to ensure unified brand execution and data-informed decision-making.
- » Managed and nurtured external relationships with members, volunteers, vendors, and industry partners to support long-term marketing and creative success.
- » Coached and developed team members through regular feedback, mentorship, and professional growth planning to strengthen leadership pipelines and retain top talent.

**American Academy of Sleep Medicine (AASM) Darien, IL, Nov. 2016 — May 2019**

**Senior Director, Membership Marketing**

- » Spearheaded and mentored cross-functional marketing and creative teams by fostering collaboration and delivering high-impact strategies to over 10,000 medical professionals.
- » Championed team development while guiding creative leadership through branding and rebranding initiatives, strengthening organizational identity and driving measurable revenue growth.
- » Optimized operational efficiency by implementing Salesforce CRM to streamline reporting and improve data accessibility.
- » Strengthened team capabilities by mentoring staff, identifying growth opportunities, and aligning individual strengths with organizational objectives.

Key Achievements

- » Drove a 2.5% increase in membership and 0.6% improvement in retention, reversing a declining trend and generating \$3,800,000 in revenue through the execution of a comprehensive, multi-channel marketing strategy.
- » Optimized educational product performance by increasing sales 2.7% while reducing costs 6.5% through strategic planning and development of value-driven content offerings.
- » Accelerated event growth by increasing attendance and ticket revenue by 24% through enhanced digital presence and audience engagement strategies.
- » Improved operational efficiency by reducing manual processing time by 6% through collaboration with IT to implement automated workflows.
- » Led the transformation of AASM and American Board of Sleep Medicine brand systems, overseeing the evolution of website, print, digital, and social assets.
- » Championed the redesign of [www.sleepmeeting.org](http://www.sleepmeeting.org), guiding cross-functional teams to enhance the user experience and strengthen engagement for a major annual conference.
- » Recognized with industry awards, including the 2018 American In-house Design Award (GDUSA – SLEEP 2018 Identity) and 2017 Health + Wellness Design Award (GDUSA – AASM Branding).

**Graphic Design Manager, May 2013 — Oct. 2016**

- » Built and led a high-performing creative team, overseeing full project lifecycles and ensuring 100% on-time delivery across B2C and B2B marketing, recruitment, and retention initiatives.
- » Cultivated a collaborative and accountable team culture while guiding the development of identity systems and branding initiatives supporting large-scale events and organizational growth.
- » Took charge of managing budgets and production resources by ensuring fiscal responsibility and maximizing project efficiency.

Key Achievements

- » Headed design and strategy for website initiatives, including a high-traffic education platform generating 300,000+ monthly users and 1M annual page views.
- » Streamlined production workflows by eliminating outdated processes, reducing proof approval and production timelines by two days and improving speed to market.
- » Optimized print production costs by 10% while maintaining quality standards through strategic use of external vendors and resources.
- » Coached and empowered team members to proactively identify cost-saving opportunities and build relationships with external partners.
- » Negotiated and managed vendor relationships, achieving an average 10% cost savings for annual events.

## ENTREPRENUERIAL EXPERIENCE

**Candor & Company, Lisle, IL, Jan. 2014 — Present**

**Owner**

- » Provide comprehensive consultancy services in web design and development, print and digital advertising, and strategic marketing support, enabling small businesses to strengthen brand presence and drive growth.