
David Schrimpf

Creative Director | Strategic Brand and Marketing

1+(612) 810-7009 | Minneapolis, MN | david@pictureangle.com | <https://pictureangle.com/>

Summary

Award-winning Creative Director with experience leading integrated campaigns and brand initiatives across consumer, lifestyle, institutional, and retail organizations. Translates business strategy into clear brand positioning, multi-channel campaigns, and audience-focused experiences that align teams, strengthen engagement, and maintain consistency across platforms and touchpoints.

Core Competencies

Develops Brand Strategy & Positioning
Directs Brand Systems & Creative Output
Leads Integrated Campaigns
Structures Identity Systems & Architecture
Builds Messaging Frameworks

Drives Cross-Functional Alignment
Manages Marketing Communications
Shapes Audience Engagement Strategy
Governs Brand Standards & Compliance
Designs Content Systems & Experiences

Selected Engagements

Codoxo AI (Healthcare Payment Integrity)

Evolved existing brand identity into a social-first campaign platform for a healthcare AI company, translating complex healthcare and AI concepts into clearer messaging and more consistent digital engagement.

Potlatch Paper Company

Led brand creation and positioning for multi-tier paper product lines, developing product story making and telling and launch materials supporting commercial adoption and market growth.

A.G. Edwards Financial

Directed evolution of a national financial brand toward a more approachable, client-focused identity through integrated communications, signage, and customer-facing brand experiences.

Harley-Davidson MotorClothes

Directed lifestyle marketing campaigns and product communications that strengthened emotional audience connection and elevated the retail brand experience.

Experience

Picture Angle (formerly Schrimpf Shapes), Minneapolis, MN
Creative Director (Freelance)

April 2006 - Present

- Lead brand strategy, campaign development, and creative direction for consumer, lifestyle, and institutional organizations across digital, print, retail, and experiential channels.

- Translate business objectives into integrated campaigns and brand communications that improve clarity, consistency, and audience engagement.
- Partner with founders, marketing leaders, and stakeholders to align messaging, campaign priorities, and customer-facing communications.
- Develop scalable messaging and visual systems supporting integrated campaigns across multiple platforms, audiences, channels, and touchpoints.
- Direct designers, writers, developers, and production partners through campaign development, launch execution, and production oversight.
- Lead project discovery and planning, aligning creative direction, deliverables, timelines, and stakeholder expectations across initiatives.
- Guide campaign execution from concept through launch, ensuring quality, consistency, and alignment across channels and teams.
- Maintain brand standards and campaign consistency across evolving customer, retail, and digital experiences.
- Oversee production and digital execution to ensure alignment with creative strategy, brand standards, and business goals.

Ithaca College — Ithaca, NY

Sept 2022 – Oct 2023

Art Director, (In-House)

- Managed institutional brand communications and integrated campaigns across admissions, alumni, departments, facilities, and advancement initiatives.
- Built messaging and visual identity frameworks that improved consistency across institutional communications and departments.
- Implemented DART (Dynamic Audience Response Targeting) platform supporting audience segmentation and targeted campaign execution.
- Partnered with leadership to align marketing communications with enrollment, advancement, and audience engagement goals.
- Directed remote team of designers producing integrated marketing assets across digital, print, environmental, and social channels.
- Oversaw direct-to-consumer marketing and institutional communications across digital, print, environmental, and social platforms.
- Led development of campus signage and environmental branding supporting institutional identity and visitor experience.
- Developed scalable campaign and communication templates streamlining marketing operations, execution, workflow, and efficiency.
- Participated in analytics reviews evaluating campaign performance, engagement trends, and marketing effectiveness with external agency partners.

Education

Minneapolis College of Art and Design — Minneapolis, MN

BFA, Visual Communications

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