

Jonathan M Rafert

Creative Director | Digital Designer, Production, UX, Branding & Direct Response Marketing

✉ jonathan.rafert@gmail.com | 💻 rafertdesign.com | 📍 Palmetto, FL

SUMMARY

Dynamic and results-driven Creative Director with over 20 plus years of hands-on experience in digital design, user experience, branding, and direct response marketing. Expert at transforming business objectives into visually impactful, performance-driven creative across both B2B and B2C markets. Known for delivering award-winning campaigns for national retailers and top agencies by blending deep technical expertise with a sharp creative vision. Skilled at leading cross-functional teams, aligning creative output with business goals, consistently driving measurable ROI and exceeding KPIs. Highly adept at developing cohesive brand identities, designing seamless digital experiences, and staying ahead of industry trends to keep creative strategies innovative and effective.

EXPERIENCE

CREATIVE DIRECTOR

MEETINGSTECH 03/06/2020 - 08/11/2025 📍 ST. PETERSBURG, FL

- Leading end-to-end creative development for digital branding and lead generation campaigns in the health and wealth industries, including A/B testing of landing pages, websites, emails, and video & commercials to maximize conversion rates.
- Directing multidisciplinary creative teams—including designers, copywriters, animators, and contractors—ensuring all content remaining on-brand, visually compelling, and performance-driven across all platforms.
- Developing comprehensive visual identity systems, including style guides, brand assets, and integrated video content, to support consistent messaging and user experience across various marketing channels.
- Collaborating on high-impact pitch and sales decks, while staying ahead of market trends and technologies to drive innovation in lead generation and digital engagement strategies.

ART DIRECTOR

TRIAD RETAIL MEDIA 03/05/14 - 03/04/2020 📍 ST. PETERSBURG, FL

- Collaborated with national brands, agencies, and sales teams to deliver high-performing digital consumer experiences for multi-million-dollar advertising campaigns across platforms like Walmart.com, CVS.com, and OfficeDepot.com.
- Led cross-functional teams of designers and developers, managing workflows through Basecamp and Trello to ensure on-time delivery under tight deadlines while maintaining creative excellence and strategic alignment.
- Analyzed campaign KPIs and provided actionable insights to optimize performance, increase engagement, and drive revenue, while ensuring all brand and retailer specifications were met prior to final approvals.
- Drove Social media integration reviewing brand materials, negotiating brand-retailer relationships, and developing audience-targeted content leveraging emerging trends on Instagram, Facebook, and Pinterest.

ACHEIVEMENTS | AWARDS

P&G Old Spice Legends
Gold District ADDY® Award
Digital Innovative Use of
Interactive Technology

P&G #BeThatFan
Silver Local ADDY® Award
Elements of Advertising

Keurig 2.0 New Product Launch
Silver Local ADDY® Award
Digital Advertising

SKILLS | KNOWLEDGE

Design:
Photoshop, Illustrator, Indesign

Long & Short Form Video:
Premier, Capcut

Animation:
AfterEffects

Development:
Sketch, Figma, XD

Color Theory, Typography,
Design Principles. UX/UI, HTML
& CSS, Responsive Design

EDUCATION

BACHELORS DEGREE
Computer Information Systems (CIS)
Florida Atlantic University
2000 Boca Raton, Florida

ASSOCIATE OF ARTS DEGREE
Business Administration (BA)
Santa Fe Community College
1998 Gainesville, Florida

EXPERIENCE

ART DIRECTOR

SENDETEC | ACQUIRGY INC

11/15/2005 - 05/04/14

📍 ST. PETERSBURG, FL

- Led creative strategy from concept to completion for Direct Response TV campaigns, delivering compelling visuals and messaging that drove consumer action.
- Designed B2C branded landing pages and dynamic web banners for one of the nation's largest home builder retailers (HomeDepot.com), ensuring brand consistency and user engagement.
- Developed lead generation assets including high-converting websites, email campaigns, and interactive/Flash-based banners tailored to targeted audiences.
- Collaborated with TV production teams to create on-screen graphics, supers, and custom visual elements that enhanced storytelling and brand impact.

SENIOR GRAPHIC DESIGNER

UNICITY NETWORK INTL

08/12/01 - 10/01/2004

📍 BOCA RATON, FL

- Designed and developed custom interactive e-commerce microsites to support high-impact product launches, enhancing user engagement and driving online sales.
- Created a wide range of branded marketing collateral, including digital and print materials for both internal communications and external campaigns.
- Contributed to the creative strategy and execution for one of the largest direct-to-consumer (MLM) businesses, supporting brand consistency and campaign effectiveness across multiple channels.

GRAPHIC DESIGNER & HELPDESK ADMIN

VIRTACON

06/25/2000 - 07/20/2001

📍 BOCA RATON, FL

- Developed innovative lead generation tools—both online and offline—for large-scale brands, aligning creative assets with performance marketing goals.
- Produced high-impact creative layouts & wireframe prototypes aligned with our in-house Rapid Application Deployment Technologies (RADT) development, helping to ensure seamless flows and intuitive UX throughout the user journey.

EXECUTIVE ASSISTANT (MARKETING & OPERATIONS)

iBILL | INTERNET BILLING COMPANY

04/15/1999 - 06/17/2000

📍 BOCA RATON, FL

- Collaborated with leadership to shape the company's visual identity and marketing vision, designing compelling materials that aligned with brand values and strategic goals.
- Partnered with vendors and event teams to produce high-impact brand experiences—such as trade show displays and print collateral—that elevated brand perception and engagement.

EMAIL LIST SPECIALIST

eDIRECT | SEISENT

05/10/1998 - 04/10/1999

📍 BOCA RATON, FL

- Built highly targeted, industry-specific email lists to support large-scale campaigns and maximize engagement and conversion rates.
- Designed and executed custom ad-driven email broadcasts reaching 50,000–100,000 subscribers, delivering tailored messaging and measurable results.

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