

Clinton T Sander

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clintontsander.com

Highlights

Lead brand design to support in excess of \$36M of store sales/year.

Lead regional and global KPI's for top sales volume increase through digital coupon, merchandising execution, and promotional sales.

Built from the ground up a Crossfit® charitable event to raise over \$20,000 annually for local non-profits.

Develop and lead Bi-Weekly presentations for store leadership to drive marketing standards and sale priorities.

Apply intuitive adaptability to forge strong partnerships and improve business process.

Design 100 custom assets to support in excess of \$500,000 in fundraising initiatives for the Whole Planet Foundation, Whole Kids Foundation, 5% Community Day, Your Change Creates Change, and Local Community Partners.

Experience

Whole Foods Market - Graphic Artist & Marketing Manager

06/2010 - present

- Support global and regional marketing initiatives, campaigns and promotional programs through consistent program execution to drives sales and YOY comp improvement.
- Responsible for upholding all Whole Foods Market brand standards and merchandising expectations.
- Conceptualize and produce 150 designs/month.
- Manage a budget to ensure cost savings and profitability; manage all third party print vendors: oversee the production and installation of 60 displays/month.
- Drive program development and innovation to increase sales and enhance the customer experience. Partner, mentor and develop 50 team members and consult with 9 procurement teams.

Project Uplift - Creator / Event Coordinator

09/2015 - present

- Coordinate annual Crossfit® charitable event to raise \$20,000+ for area non-profits with 125+ world-class athletes and 750 in attendance.
- Design branding, marketing strategy, sponsorship packages and social media/digital design experience for annual event.
- Manage 40+ volunteers and 35+ sponsors for this leading athletic competition of Northern Colorado.

Commercial Photographer / Designer

10/2006 - present

- Specialize in commercial photography and design. Areas of focus include editorial, architectural, documentary, event photography, and video.
- Create branding and identity for clients including logo development, marketing colateral and digital advertising.
- Clients include Sports Illustrated, DIY Network, MOA Denver, Rolls Royce, Remax Reality, The Group, CU Denver, and Whole Foods Market.

#MakesMeWhole

Foster Parent for Larimer County; providing a safe place for children to live when they are not able to stay in their homes.

#MyMoto

Family first, always. Sustainability in life. Play hard, work hard. Laugh and laugh some more. Hug your partner. Be humble.

Education

University of Colorado Denver, Bachelor of Fine Arts emphasis in Photography

Sustainable Living Foundation Board Member; consult on annual events to support annual budget of \$350,000

Certified Foster Parent

Skills

Adobe Creative Suite - Illustrator, Photoshop, InDesign, XD, Premiere Pro
Adobe Lightroom
Microsoft Excel, Outlook, Word
Final Cut Pro
Abode Acrobat Professional
Evernote & Dropbox file management.
Social Media Platforms: Facebook, Twitter, Instagram, Pinterest
Photography, Video Editing, Drone Pilot