



## James X. Van Meer

JimVanMeer.com  
ThinkpointCreative.com  
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Strategic Development and Planning

Creative Thinking & Direction

Marketing Leadership

Brand Development and Management

Digital Content Development & Direction

Social Media Marketing

Print, Digital & Web Design Direction Public

Outreach & Communications

## I'm the guy behind the great ideas. And a professor too.

Influential marketing and communications expert focused on the development of innovative branding and marketing strategies for complex organizations and initiatives. Accomplished at blending data-driven methodologies with sophisticated creativity, inspiring target audiences to connect and embrace messaging. Architect of multi-million dollar campaigns and programs, establishing and enhancing brands while uniquely positioning products, services, and ideas. Dynamic leadership and mentoring strengths with diverse teams. Savvy director of strategic planning, creative development, and execution of multi-faceted marketing efforts across varied channels, increasing revenue streams, engagement, and awareness.

### Experience

#### Founder and Chief Creative Officer

Thinkpoint Creative | Burke, VA | January 2019 – Present

At the intersection of design thinking and design doing is where you'll find me, manning the helm of Metro DC's premiere marketing communications agency, Thinkpoint Creative. Here I've assembled an uncommon collective of powerhouse talent, with over 100 years of combined experience in branding, marketing, advertising, and design.

I've built a team of highly-skilled creative directors, strategists, design thinkers, writers, art directors, designers, and UI/UX experts. Using my influential and imaginative credentials, I am primarily focused on the development of innovative branding and marketing strategies geared toward results, for a wide variety of clients. I manage a diverse, hands-on team, and I am unafraid to dive into the deep end of the pool. I help create connections with audiences through a sophisticated blending of data-driven methodologies and creative vision.

Simply put, I get it.

I work with local, regional, national, and international organizations of all sizes and means. I operate in all of the creative and marketing realms, including print, digital, motion, 3D, experiential, and social. I am cross-channel and cross-platform oriented, shaping brands and messaging to draw audiences in. I tell my clients' stories in new and insightful ways, giving them a unique position in the marketplace. I provide clarity in an all-too-often cacophonous world. In a phrase, I get people to stop, look, listen, and react.

I call what I do strategic creativity. At the intersection of design thinking and design doing is where I operate, forging connections with audiences that turn into lifelong commitments.

#### Adjunct Professor

George Mason University, School of Art – Graphic Design | Fairfax, VA | January 2015 – present

Instructor for *Professional Design Practices*, an advanced special topics lecture/studio course, offering design career development, self-marketing skills, presentation proficiency, preparation of written materials, and successful interview techniques. Instructor for *Advertising Design*, offering insight and practice in the creative design process behind effective and memorable advertising. Instructor for graduate level *Independent Study in Art and Visual Technology*, principally in the fields of UI and UX for app development, branding, and experiential design.



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### Skills

InDesign, Photoshop, Illustrator, Office, and Smartsheet. Fluent on Mac and PC platforms.

### Awards

George Mason University School of Art Graduate Award for Academic and Artistic Excellence

American Graphic Design Awards and American In-house Design Awards: *Graphic Design USA*

*Association Trends* – Excellence in Association Publications

Signet Ad Readership Awards

Art Directors Club of Metropolitan Washington Annual Show Awards

International Television Association Video Festival Award

### Member

- Phi Kappa Phi
- American Institute of Graphic Arts (AIGA)
- American Marketing Association

### Senior Manager, Marketing and Creative

American Petroleum Institute | Washington, DC | October 1996 – January 2019

**Creative Direction, Leadership, and Marketing Communications:** Shaped and led the creative vision of marketing communications programs from concept through completion for \$130 million global industry services division of the largest U.S. energy trade association. Drove collaboration, fostered imaginative thinking, and championed compelling strategies in the B2B and B2C realm. Led and mentored program managers, designers, social media developers, and marketing/PR agencies.

**Brand Development and Brand Management:** Formed and guided creative strategies and initiatives, enhancing brand recognition through direction and supervision of all marketing communications materials. Led corporate and program-specific branding efforts.

**Advertising, Design, and Interactive Communications:** Worked across the organization to formulate hybrid campaigns that leapt across communication platforms. Directed creative development of all print, web, social, and interactive communications materials into focused messages, using my pragmatic knowledge of design production, information architecture, UX and UI, plus forward-thinking B2B and B2C marketing methods.

**Social Media Marketing, Public Outreach Communications, and Engagement:** Founded social media channels for program lines and directed content and community development. Blended social media marketing methodologies with engaging content strategy to form unified cross-platform experiences. Oversaw public outreach through earned media, built communities, and connected customers to the brand, spreading credibility to influencers.

**Experiential Design and Trade Show Management:** Directed the design, development, planning, logistics, implementation, and management of experiential environments and corporate exhibits.

### Creative Consultant

Van Meer Creative | Springfield, VA | August 1985 – October 1996

Crafted marketing campaigns for local, national, and international high tech, B2B, and B2C companies.

### Vice President and Creative Director

The Paton Group | Alexandria, VA | September 1980 – August 1985

New business development, account management, creative direction, and planning.

### Designer and Art Director

GEICO | Washington, DC | June 1977 – September 1980

Designed and art directed corporate communications projects for major insurance provider.

### Education

Master of Fine Arts – Art and Visual Technology  
George Mason University  
Fairfax, VA

Bachelor of Arts – Design  
American University  
Washington, DC

Associate of Arts – Advertising/Design  
Montgomery College  
Rockville, MD