

MIKE BULLARD

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Lead Creative Specialist & Lead Creative Operations with 20+ years of expertise driving visual strategy, multi-brand marketing execution, and operational workflows. Proven track record in automated production systems, direct mail scaling, and enterprise project management transitions.

CORE COMPETENCIES & TECHNICAL SKILLS

Core Competencies: Creative Direction, Multi-Brand Marketing Execution, Direct Mail Systems, Creative Operations, Traffic Management

Technical Tools: Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat), Wrike (Certified Master), Workamajig, Figma, Keynote

PROFESSIONAL EXPERIENCE

Frontdoor, Inc. | *Lead Creative Specialist & Lead Creative Operations* | Memphis, TN | Oct 2018 – Jul 2026

- Promoted to Lead Creative Specialist while simultaneously serving as Creative Operations Admin for the creative team.
- Designed and executed high-priority marketing deliverables across diverse channels, including direct mail letters, postcards, emails, brochures, corporate initiatives, and event banners/environmental graphics.
- Architected and executed the full department transition from Workamajig to Wrike as a Certified Wrike Master, establishing custom operational workflows, workspace architecture, and traffic routing systems.
- Engineered an automated Adobe InDesign data-merge infrastructure for direct mail campaigns, consolidating over 20 individual letter variations into a single dynamic master template driven by variable spreadsheet data.
- Scaled direct mail targeting capabilities from a rigid 20-kit limit to infinite personalized variations per campaign, eliminating production bottlenecks and dramatically reducing prepress overhead.

ALSAC / St. Jude Children's Research Hospital | *Production Designer* | Memphis, TN | Aug 2017 – Oct 2018

- Engineered precise, press-ready production files, technical layouts, and complex image retouches for high-visibility fundraising and enterprise communications.
- Contributed to strategic design and environmental graphic execution for the primary ALSAC facility, impacting user experience across all 11 floors and main entrance.
- Collaborated with external vendors and prepress teams to maintain strict print standard specifications and color accuracy.

Presbyterian Day School | *Graphic Designer / Marketing Director* | Memphis, TN | Mar 2012 – Aug 2017

- Architected and executed comprehensive integrated marketing and content strategies, incorporating SEO and digital campaigns to boost admissions engagement.
- Produced all core print publications, annual reports, admission packages, and external communications.
- Managed media buying, digital marketing channels, and production budgets to maximize institutional outreach.

MemphiSport Magazine | *Owner / Publisher / Lead Graphic Designer* | Memphis, TN | Jul 2006 – Jul 2012

- Founded, scaled, and operated a regional sports publication, directing editorial content, design standards, advertising sales, and business operations.
- Managed cross-functional operational teams consisting of graphic designers, staff photographers, freelance writers, and sales representatives.
- Direct-managed pre-press production, vendor contracts, print estimation, distribution logistics, and ad layout execution.

CERTIFICATIONS & EDUCATION

Wrike Master Certification

Southwest Tennessee Community College — Top Portfolio Honors, Dean's List

University of Memphis — Department of Art