

Mike Eberhard

Contact

mike@beardedcreativity.com

www.beardedcreativity.com

www.linkedin.com/in/bearded-creativity

Dallas, TX

Summary

Creative leader with 20 years of experience shaping brands through strategy, storytelling, and problem solving. Known for translating goals into effective campaigns, leading high-performing teams, and leveraging AI-enabled workflows to deliver efficient, compelling solutions that connect with audiences.

Skills

Creative direction

Campaign development

Branding & identity

AI-supported workflow optimization

Integrated marketing

Visual storytelling

Concept ideation

Strategic problem-solving

Team leadership & mentoring

Project management

Cross-functional collaboration

Third-party/vendor collaboration

Budget management

Directing photo & video shoots

Adobe Creative Cloud

Figma

Microsoft Office Suite

Google Workspace

Experience

Creative Manager at TruStage

11/25 – Present

- Lead end-to-end campaign development from brief to launch, translating strategy into cohesive, brand-driven creative across all channels.
- Direct designers, copywriters, and video editors, elevating creative quality and performance through clear feedback and mentorship.
- Present concepts and guide cross-functional alignment to ensure consistent execution and stakeholder buy-in.
- Leverage AI-optimized workflows to streamline production and focus teams on higher-impact creative and strategic work.

Senior Graphic Designer at Ecotrak

08/24 – 05/25

- Led cross-channel campaign design and storytelling, defining brand voice and strengthening engagement through strategic visual problem solving.
- Owned concepting and execution of creative assets, leading a visual identity refresh that strengthened customer connection and brand loyalty.
- Produced end-to-end video content, growing viewership and building a testimonial library that reinforced brand credibility.
- Directed photo and content shoots, creating a scalable asset library to support ongoing brand storytelling.

Creative Manager at ServiceTitan

04/21 – 07/24

- Led integrated, cross-channel campaigns using performance insights to refine creative strategy, increase leads, and grow brand awareness.
 - Built and managed multidisciplinary creative teams, unifying departments and launching the company's first dedicated video division.
 - Developed cohesive brand identities for sister brands and spearheaded creative execution for the first dual-branded user conference.
 - Produced and directed customer-focused video and photo shoots that strengthened connection and improved conversion performance.
 - Managed a six-figure budget and built a vendor network, reducing costs while maintaining production quality and speed.
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Education

Bachelor of Fine Arts at Wichita State University

08/03 – 12/07

- Graphic Design Major