

Mike Eberhard | Creative Lead

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Summary

Creative leader who builds brands through strategy, storytelling, and execution. Leads cross-functional teams, develops campaigns, and translates business goals into impactful creative. Known for elevating brand voice, mentoring talent, and leveraging AI-supported workflows to improve speed, focus, and quality.

Experience

Creative Manager at TruStage November 2025 — May 2026

- Led dozens of end-to-end campaigns, from brief to launch, translating strategy into cohesive, brand-aligned creative across channels.
- Supervised 10+ designers, copywriters, and video editors, raising creative quality and performance through structured feedback and mentorship.
- Presented concepts to cross-functional stakeholders across marketing, product, and leadership teams, driving alignment and execution consistency.
- Implemented AI-assisted workflows into production systems to streamline recurring campaign and content deliverables across weekly and monthly production cycles.
- Delivered improvements in creative quality, team performance, and efficiency prior to department-wide restructuring that eliminated my role.

Freelance Creative Consultant & Designer May 2025 — November 2025

- Continued work with former employers and select clients across 5 industries between full-time roles.

Creative Lead & Senior Designer at Ecotrak August 2024 — May 2025

- Headed cross-channel campaign design and storytelling, sharpening brand voice and increasing audience engagement across all channels through strategic visual direction.
- Owned concept development and execution for all creative assets, including a complete visual identity refresh that strengthened customer connection and brand consistency and set the tone of voice for marketing.
- Produced end-to-end video content including 10+ testimonial and campaign pieces, building a reusable content library that reinforced brand credibility and aided ongoing marketing efforts.
- Directed photo and content shoots, creating a scalable asset library of hundreds of photos used across ongoing campaigns and brand storytelling initiatives.
- Delivered lasting improvements in brand consistency, content effectiveness, and creative asset scalability prior to organizational restructuring that resulted in the elimination of my position.

Creative Manager at ServiceTitan April 2021 — July 2024

- Led 30+ integrated, cross-channel campaigns, using performance metrics and audience insights to refine creative strategy, increase lead generation, and grow brand awareness.
- Built and managed two multidisciplinary creative teams, merging them into one cohesive department, and launched the company's first dedicated video division; team members were later promoted.
- Developed two cohesive brand identities for sister brands, and oversaw creative execution for the company's first dual-branded user conference, ensuring a consistent and unified attendee experience.
- Produced and directed 12 customer-focused video and photo shoots, strengthening audience connection and improving conversion performance.
- Managed a \$250K annual creative budget, developing a vetted vendor network that reduced production costs while maintaining quality and turnaround speed.

Skills

Creative direction, campaign development, branding & identity, integrated marketing, performance analytics, AI-supported workflow optimization, visual storytelling, concept ideation, strategic problem-solving, team leadership & mentoring, project management, cross-functional collaboration, vendor management, budget allocation, directing photo & video shoots, content management systems, Adobe, Figma, Microsoft Office, Google Workspace

Education

Bachelor of Fine Arts in Graphic Design at Wichita State University

August 2002 — December 2007