

CREENAGH FLYNN

SENIOR MARKETING, CREATIVE & DIGITAL TRANSFORMATION DIRECTOR

Vancouver, BC | 604-202-6767 | creenaghflynn2_v3o@indeedemail.com

PORTFOLIO cravegenius.com | BOOK AN INTERVIEW calendly.com/cravegenius

PROFILE

Multidisciplinary marketing leader with 20+ years of international experience developing original ideas, validating opportunities through research and data, and implementing complete solutions efficiently. Connects brand strategy, creative direction, photography, film, design, ecommerce, CRM, advertising, analytics and technology to create awareness, add revenue streams, improve efficiency and margins, and give leadership better information for intelligent business decisions.

SELECTED IMPACT

- Created Savor Agave from concept to launch as a scalable education, hospitality and experiential platform designed to generate ticket, partnership and case-sale revenue while strengthening brand loyalty and customer data.
- Built the connected ecommerce, CRM, email/SMS, advertising and analytics infrastructure supporting Stellar Spirits & Wine's portfolio, sales organization and first-party customer intelligence.
- Led the Marta Tequila product and brand launch, developing the market position, identity, website, ecommerce experience, campaign content and social presence for an underserved female consumer segment.
- Expanded Tequila Comisario through integrated digital campaigns, a library of more than 3,000 cocktail recipes, ecommerce, loyalty initiatives and major sports sponsorship activations with LA Galaxy and Tennis Canada.
- Produced sponsorship and event materials for championship-scale games and the National Bank Open presented by Rogers in Toronto and Montreal, carrying one brand direction across social, digital, print, venue displays and guest experience.

PROFESSIONAL EXPERIENCE

Creative & Advertising Director

2022–Present

Stellar Spirits & Wine | International

- Lead brand, creative, ecommerce and marketing strategy across a premium beverage portfolio, translating executive and sales priorities into integrated programs supporting distribution, account growth, direct sales and customer retention.
- Create new commercial programs and customer experiences, then personally direct and produce the photography, film, design, packaging, websites, presentations, social content, advertising and sales tools required to launch them.
- Plan and deliver multi-channel campaigns across Google, Meta, email, SMS, web, social, ecommerce, events and sponsorships, using analytics, pixels and testing to improve performance and guide investment.
- Direct creative for Las Vegas Smash, including social media, fast-turn campaign content, sponsorship materials, merchandise and professional team uniform design.
- Work directly with ownership, boards, sales, operations, ambassadors, sponsors, venues and vendors to move complex programs from initial idea through launch, measurement and continuous improvement.

Founder / Contract Creative, Technology & Marketing Director

2005–Present

Independent International Practice | Canada, United States, Europe & Korea

- Advise founders, CEOs and boards on brand creation, commercialization, digital transformation, investor communications and growth, then build the creative, technical and data systems required to execute the strategy.
- Delivered hundreds of brands, websites, investor presentations, campaigns and corporate marketing programs across consumer products, automotive, sport, technology, finance, resources, food, healthcare and professional services.
- Produced brand and campaign work for Kia and Sony through Blue Marble Media in Korea and created digital programs for organizations throughout North America, Spain and the United Kingdom.

ADDITIONAL EXPERIENCE

Chief Technology Officer

2020–2022

Concord Business

- Directed corporate brand, digital infrastructure and investor marketing for public-market clients, advising executive teams while producing websites, presentations and investor communications.

Contract Marketing & Design Lead

2019–2021

Pospischil Realty Group | Vancouver, BC

- Built the brokerage brand, website, CRM, social channels and contactless marketing system, integrating 3D tours, drone video, photography and campaigns that supported record-setting listing results.

Graphic Designer

2018–2020

Prima Graphics | Vancouver, BC

- Designed hundreds of vehicle and architectural wraps, developing strong large-format production accuracy and automotive brand adaptation for highly visible media.

Global Marketing Director

2014–2016

Karma Athletics

- Led global marketing and editorial outreach for the athletic apparel brand, presenting a glass-ceiling campaign concept to Vogue and other editors at Condé Nast in New York and developing the supporting campaign content.
- Authored a New York Marathon preparation article for New York Magazine, combining practical runner guidance with relevant Karma Athletics product placement to create editorial coverage and brand exposure.

Marketing Manager, 12-Month Contract

2013–2014

Accenture

- Worked within the HUB team to improve standardized global response units and marketing creative, designing presentations and formal responses for hydro-industry smart-grid proposals.

Marketing Director

2010–2012

West Coast Seeds

- Directed social media, website and digital marketing while owning the technology and communications supporting retail growth, customer engagement and brand development.

CORE EXPERTISE

Brand and go-to-market strategy | Integrated campaigns | Creative direction | Photography and filmmaking | Graphic and environmental design | Sponsorships and live events | Ecommerce and websites | CRM and database strategy | Email/SMS | Google and Meta advertising | Analytics, testing and reporting | Executive and investor communications

TOOLS & CREDENTIALS

Adobe Creative Suite including Photoshop, Illustrator, InDesign, Premiere Pro and Acrobat | Canva | CapCut | Shopify | WordPress | Salesforce/CRM | Meta Business Suite | Google Ads and Analytics
Graphic Designers of Canada | BC Driver's Licence | Volkswagen ID.4 owner | English, advanced | Spanish, intermediate