

DOUGLAS ADDISON

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SUMMARY

With extensive experience in creative development, direction, product design, and visual communications, Doug Addison has a proven track record of managing the full lifecycle of large-scale enterprise projects. His expertise lies in blending visual aesthetics with strategic execution to drive impactful digital experiences. Specializing in product design, company branding, digital marketing, website development, and digital product management.

EXPERIENCE

BLOOMIN' BRANDS

Tampa, Florida

Digital Product Manager (Contract) 2024-2025

- Designed and executed email campaigns in Engage+, implementing UTM tracking, dynamic content blocks, audience segmentation, and visually engaging creative assets. (HTML and CSS email creation)
- Managed restaurant websites via Yext, coordinating content updates, landing page promotions, and visual layout designs.
- Managed all digital assets including deployment, documentation and campaign archives.
- Directed user acceptance testing (UAT) dynamic restaurant surveys, and managed platform tag governance.
- Supported CRM operations by coordinating web and email campaign deployments and providing administrative oversight.

Skills: Email Management · Email Marketing · HTML Emails · UTM Parameters · Website Promotion · Web Design · Mobile Web Design · Digital Product Management · Customer Relationship Management (CRM) · Search Engine Optimization (SEO) · Yext · Sitecore · Excel · Dreamweaver · SharePoint · Asana

RACE FACE BRAND DEVELOPMENT

Charlotte, North Carolina

Director of Multimedia / Creative 2016-2024

- Conceptualized and designed NFT-based digital racing cards featuring professional drivers, integrating collectible digital assets with fan engagement initiatives.
- Led digital product design strategy — from visual design to smart contract collaboration — ensuring cohesive branding and user experience across web and blockchain platforms.
- Provided creative direction and mentorship to junior designers and developers, guiding brand consistency, design standards, and a driver roadmap across all digital and physical assets.
- Created marketing decks, driver websites, and social media assets to enhance digital presence and attract corporate sponsorships. (WordPress / Adobe Spark)
- Ensured all creative assets were aligned with sponsor branding and corporate identity guidelines across both physical and digital products.
- Produced press releases, email campaigns, and fan engagement materials such as hero cards and car wrap designs for the NASCAR Xfinity Series.
- Contributed to multiple drivers successfully obtaining sponsorships through strategic branding, digital innovation, and promotional initiatives.

Skills: Graphic Design · Product Development · Product Management · Website Development · Email Strategy · SEO Copywriting · Brand Development · Digital Media · Non-Fungible Tokens (NFTs) · WordPress · System Administration · Social Media Marketing · Video Production · AI Video Editing · Website Building · Site Development · Mobile Web Design · App Development · E-Commerce · C-Panel · Web Application Development · Basecamp

TAMPA BAY WATER

Clearwater, Florida

Visual Communication Developer 2011-2016

- Managed three agency websites, overseeing web designs, graphic illustrations, content updates, and social media creation, while ensuring brand consistency across all digital and print collateral.
- Designed and distributed monthly newsletters; developed visually engaging presentations to simplify complex technical and engineering concepts for diverse audiences.
- Implemented and enforced agency brand identity standards; produced materials for print, web, audio-visual recordings, and live-streamed agency meetings.
- Built and maintained the agency's website and intranet using Dreamweaver CC; coordinated Mailchimp campaigns; supported live streaming for meetings using AV platforms including Crestron and TouchStream.

Skills: Email Newsletter Design · HTML Emails · Website Development · Web Design · Event Marketing · Event Photography · Cascading Style Sheets (CSS) · Graphic Design · DotNetNuke (DNN) · AV Recordings · Video Editing · Live Streaming · Annual Report Design

HOYU AMERICA (formerly SAMY Salon)

Oldsmar, Florida

Product Designer /Art Director 2008-2011

- Collaborated with R&D, marketing, and manufacturing teams to translate brand strategy and consumer insights into effective, market-ready hair care product designs.
- Oversaw digital presence for haircare product lines, ensuring cohesive branding and execution across all channels.
- Designed decorative product labels and enforced brand standards to maintain consistency across packaging and marketing materials.
- Directed product photography and created 3D designs for point-of-purchase retail displays.
- Developed print advertising, collateral, and marketing assets to support sales initiatives and new product launches.
- Managed email campaigns promoting specials and product introductions, increasing customer engagement and brand visibility.
- Collaborated with HSN on promotional initiatives; designed and executed online sweepstakes marketing campaigns; developed and managed the company's e-commerce store.

Skills: Product Development · Website Development · Email Marketing · Marketing Communications · Brand Development · E-Commerce · Product Photography · Google Analytics · Graphic Design

ADDITIONAL EXPERIENCE

MD SCIENCE LAB

Fort Lauderdale, Florida

Product & Digital Marketing Designer 1999-2008

- Led digital marketing initiatives for sexual performance and health products, increasing brand awareness and online engagement.
- Developed and launched product brands from concept to market, creating visual identities, packaging designs, and comprehensive marketing materials for both print and digital platforms insuring a successful product roadmap.
- Established and managed an online tiered affiliate marketing program to expand digital reach and drive online sales for sexual performance products.
- Collaborated with leadership to define brand positioning, messaging, and provided creative direction across product lines.
- Designed and updated corporate and e-commerce websites, improving user experience, functionality, and conversion rates.
- Oversaw creative production for advertisements, catalogs, and trade show collateral to support product launches and ongoing marketing campaigns.

Skills: Graphic Design · Product Development · Web Applications · Web Development · Branding & Identity · Brand Management · E-Commerce · Affiliate Marketing

EDUCATION

ART INSTITUTE OF FT. LAUDERDALE, Ft. Lauderdale, Florida
Associate of Art and Science Degree

CERTIFICATION

Adobe Illustrator, 2008

PROFESSIONAL DEVELOPMENT

Commercial Art Vocational Certificate, Marchman Vocational Center

AWARD

Gold MarCom Award, 2011

SOFTWARE SKILLS

Graphic Design: Adobe CC, Acrobat, Illustrator, InDesign, Photoshop, Lightroom

Audio / Video: Adobe Premiere Pro, Crestron, Touchstream

Office Communications: Outlook, PowerPoint, Word, Excel

Web Design: Adobe Dreamweaver CC, Adobe Spark, WordPress, DotNetNuke, Sitecore, Yext, Bootstrap, HTML5, CSS

Email Marketing: Engage+, Mailchimp, Constant Contact, HTML, CSS, Adobe Dreamweaver

Project Management: Basecamp, Asana, Sharepoint

AI: OpenAI (ChatGPT) Mid Journey