DOUGLAS ADDISON

Senior Creative and Web Design Professional

New Port Richey, Florida 34653 | (727) 808-0604

doug@douglasaddison.me | www.linkedin.com/in/addisondesign | Portfolio Website: www.douglasaddison.me

SUMMARY

Senior creative and digital product leader specializing in end-to-end product strategy, UX/UI website designer, branding, and digital execution across enterprise, agency, and startup environments.

EXPERIENCE

BLOOMIN' BRANDS   Tampa, Florida
Digital Product Manager (Contract)...2024-2025

- Designed and deployed large-scale HTML email campaigns in Engage+, leveraging UTM tracking, dynamic content, and audience segmentation to reach 1.6 million recipients.
- Managed restaurant websites through Yext, and SiteCore delivering content updates, promotional initiatives, and landing page design.
- Owned end-to-end digital asset management, including deployment, documentation, and campaign archiving.
- Led user acceptance testing (UAT) for dynamic restaurant surveys and managed platform tag governance to support accurate engagement measurement.
- Supported CRM operations by coordinating web and email campaign deployments and providing ongoing administrative oversight.

Key Skills: Digital Product Management, Adobe Creative Suite, Email Marketing, HTML/CSS, CRM, SEO, UTM Tracking, Yext, Sitecore, Asana, SharePoint, Excel

RACE FACE BRAND DEVELOPMENT   Charlotte, North Carolina
Director of Multimedia & Creative 2016-2024

- Owned creative direction and digital product strategy for motorsports branding initiatives.
- Designed NFT-based digital racing cards and collaborated with developers to deliver blockchain-enabled products.
- Led and mentored developers while maintaining brand consistency across all digital assets.
- Created sponsor-driven marketing decks, driver websites, and promotional campaigns that helped secure corporate sponsorships.

Key Skills: Product Design, Product Management, Adobe Creative Suite, Brand Development, NFTs, WordPress, Digital Strategy, Email Marketing, SEO Copywriting, Social Media, Video Production, E-Commerce, Basecamp

TAMPA BAY WATER   Clearwater, Florida
Visual Communication Developer 2011-2016

- Managed three agency websites, design, content updates, and brand consistency across digital and print media.
- Designed monthly newsletters and executive presentations that translated complex engineering concepts into clear, accessible visuals.
- Implemented and enforced agency brand standards across print, web, and multimedia channels.
- Built and maintained the agency website and intranet, coordinated Mailchimp campaigns, and supported live-streamed meetings using AV platforms.

Key Skills: Web Design, HTML/CSS, Email Marketing, Graphic Design, DNN, Video Editing, Live Streaming, Annual Report Design

HOYU AMERICA (formerly SAMY Salon)   Oldsmar, Florida
Product Designer /Art Director………………………………………………………………………………….*2008–2011*

- Translated brand strategy and consumer insights into market-ready hair care product designs.
- Designed product packaging, decorative labels, and enforced brand standards across product lines.
- Directed product photography and created 3D designs for retail point-of-purchase displays.
- Developed print advertising and marketing collateral to support product launches.
- Managed email marketing campaigns and e-commerce initiatives, increasing engagement and sales.
- Collaborated with HSN on promotions, online sweepstakes, and digital marketing campaigns.

Key Skills: Product Design, Branding, E-Commerce, Email Marketing, Product Photography, Web Design, Google Analytics, Graphic Design, Print

EDUCATION

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

CERTIFICATIONS & AWARDS

Adobe Illustrator Certification

Commercial Art Vocational Certificate — Marchman Vocational Center

Gold MarCom Award

TECHNICAL SKILLS

Design:
Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Lightroom, Acrobat)

Web:
HTML5, CSS, Bootstrap, WordPress, Dreamweaver, DotNetNuke, Sitecore, Yext

Email Marketing:
Engage+, Mailchimp, Constant Contact, UTM tracking, dynamic content, audience segmentation

Video & AV:
Adobe Premiere Pro, Crestron, TouchStream

Project Management:
Asana, Basecamp, SharePoint

Office:
Microsoft Office. PowerPoint, Excel

AI Tools:
ChatGPT, Midjourney