

WAYNE SAGE

Creative Marketing and Communications Leader

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PROFESSIONAL SUMMARY

Creative Marketing and Communications Leader with over 10 years of experience driving measurable results through innovative campaigns, strategic marketing, and data-driven decision-making. Proven expertise in team leadership, audience engagement, and cross-platform branding. Skilled in leveraging emerging technologies and AI tools to optimize performance, enhance ROI, and align creative strategies with business objectives.

PROFESSIONAL EXPERIENCE

Creative Marketing Director - Seaside Properties Group, Fort Lauderdale, FL. (2018-Present)

- Spearheaded integrated marketing campaigns across social media, video, web, and print platforms, achieving a 30% increase in audience engagement and delivering a 250% annual ROI.
- Directed a creative team of 8, developing high-impact branding and promotional materials that enhanced community engagement by 20%.
- Designed and implemented a \$40M contract-winning presentation, aligning messaging with strategic goals.
- Developed crisis communication strategies, ensuring consistent and timely messaging for media relations.

Video Production Manager - The Learning Experience, Deerfield Beach, FL. (2017-2018)

- Built and managed the Video Production Department with a \$100,000 budget, achieving a 200% ROI through streamlined workflows and content strategies.
- Produced multimedia content, including videos and social media assets, increasing impressions by 25% and engagement by 20%.
- Collaborated with leadership to implement strategic communications initiatives supporting organizational goals.

Senior Graphic Artist / Producer - WPBF 25, Palm Beach Gardens, FL. (2012-2017)

- Directed multi-platform creative campaigns, boosting website traffic by 15%.
- Produced the Emmy Award-winning Cuba Unlocked Special, showcasing public education initiatives.
- Ensured consistent messaging across digital, print, and broadcast platforms to support community outreach.

Senior Graphic Artist / Producer - WPLG Local 10, Pembroke Park, FL. (2011-2012)

- Delivered cross-platform marketing solutions, increasing public engagement by 10%.
- Created innovative multimedia content aligned with corporate and community goals outreach.

PROFESSIONAL EXPERIENCE (Continued)

Associate Producer - Steadymage Multimedia, Fort Lauderdale, FL. (2007-2011)

- Delivered 25+ high-quality video projects annually, driving a 20% increase in client engagement across digital platforms.
 - Edited raw footage into polished final products using Adobe Premiere Pro and After Effects, achieving 100% on-time delivery for all projects.
 - Streamlined production workflows, reducing project turnaround times by 15% while maintaining high-quality standards.
 - Partnered with clients to develop tailored video content, contributing to a 10% growth in repeat business.
 - Collaborated with creative teams to execute multimedia projects, aligning with brand objectives and exceeding client expectations.
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MILITARY SERVICE

Unit Supply Specialist (MOS 92Y)

U.S. Army – Operation Iraqi Freedom Veteran

- Awarded the Army Commendation Medal and Army Achievement Medal for exemplary leadership and service.
 - Managed \$100M+ in logistical assets, ensuring precision and operational success under high-pressure conditions.
 - Led and trained teams, fostering collaboration and achieving mission-critical objectives.
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EDUCATION

The Art Institute of Fort Lauderdale -

Bachelor of Science - Media Arts and Animation

CERTIFICATIONS:

- Google Project Management
 - Google Digital Marketing and E-commerce
 - Google UX Design
 - IBM AI Foundations for Business
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SKILLS

- Strategic Marketing and Community Outreach
- Crisis Communication and Media Relations
- Video Production, Photography, and Graphic Design
- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
- Social Media and Digital Campaign Strategy
- Website Development and Content Management Systems
- Team Leadership and Talent Development
- Data-Driven Decision Making and Performance Metrics