

# DEMETRIUS GOOSBEY II

Creative Content + Digital Strategy  
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## OVERVIEW

I have accumulated 21 years of experience managing teams and directly developing digital/traditional strategies for campaigns designed to improve the user experience for government, commercial, and NGO clients.

Core activities are adapted for project success:

- To ensure the continued improvement of products, an emphasis on user research is placed on all strategies.
- Special attention is placed on targeted populations, allowing for truly catered engagement.
- All creative is message driven.

## EDUCATION

**Corcoran School of Art and Design**  
1996-1999

B.F.A. Graphic Design

## SKILLS

### Languages

Art Direction: English, Spanish;  
Copywrite: English

### Software

OSX Platform

Design: Photoshop, Illustrator, XD, InDesign, Acrobat Pro

Audio/Video: Premiere, After Effects Final Cut Pro & Express,

Web Languages: HTML, CSS

Business Utilities: Pages, Numbers, Keynote, Word, Excel, Powerpoint

## EXPERIENCE

### Palladian Partners | 2018

Creative Director

Directed the creation and management of user-focused science and medical content for online/mobile and social experiences.

- Worked with program managers, science writers, designers and developers to create and implement user-centered, accessible content for various media experiences for populations of +1M.
- Trained the team of designers on UX/UI best practices and tools for a more efficient delivery of interactive products
- Lead client-facing meetings for creative brainstorming and presentations
- Worked with program managers to produce and manage project plans and budgets (\$50K-15K per project) that fit within the client's scope of work

### Involve PeopleCare/LiveHealthier, Inc. | 2013-2018

Director of Digital Creative Content and Engagement

Developed strategies and managed the creation and curation of branded, digital content designed to influence lasting healthy behaviors for workforce and health plan member audiences.

- Worked with behavioral science experts, social media and product managers teams to develop multi-platform content interface design strategies based on user experience research for wellness and disease management products for populations for +10M-8K.
- Identified opportunities for the team to provide content
- Developed efficient, scalable, and measurable processes to deliver client/product co-branded content
- Worked with the proposal and business development teams to develop budgets (\$200K-75K per project) and language marketing the group's mission, capabilities, and accomplishments

### RTC Relationship Marketing | 2012-2013

Interactive Art Director

Designed interactive products to increase engagement and maintain retention with a rheumatoid arthritis pharmaceutical program.

- Developed retention strategies for interactive campaigns targeting the general population and healthcare providers of +1M.
- Hands-on concepting and art direction of digital campaigns for new product launches

### Equals Three Communications, Inc. | 2006-2012

Integrated Marketing Creative Director

Built and managed creative staff and all creative planning, strategy development and production for brand development and award-winning integrated campaigns for commercial, government and nonprofit clients.

- Introduced and managed digital creative standards to manage product development for websites, web banners, graphic emails and front end coding languages, HTML and CSS
- Directed integrated campaign strategies for web/mobile products, digital, print, and broadcast advertising for audiences +1M-100K.
- Established budgets (+\$150K-75K per project) and negotiated vendor services for local to national creative product/campaign development and production
- Worked closely with the project management, media and web development staff for campaign planning and implementation

# CLIENTS

## Community Development

### Federal

Department of Housing and Urban Development

### Commercial/NGO

DC Rape Crisis Center, ImagineNations Group, National 4-H Council, Metropolitan Washington Council of Governments, National Fatherhood Initiative, U.S. Wellness, World Bank, Yopya, Zain, Darryl Green Youth Life Foundation

## Science/Health/Wellness

### Federal

Centers for Disease Control, National Cancer Institute, National Center for Advancing Translational Sciences, National Heart Lung and Blood Institute, National Institute of Child Health and Human Development, National Institutes of Health, Office of Women's Health, Precision Medicine Initiative, U.S. Food and Drug Administration, National Eye Institute, Center for Substance Abuse and Prevention, National Institute on Drug Abuse, National Institute of Diabetes and Digestive and Kidney Diseases

### Commercial/NGO

Air Liquide, Allstate, Ambetter, Argo, BNSF, CBT, Cenpatico, Centene, CNB, Continental, Corelogic, Cottage, Dean, Envolve Health, Exelis, H-E-B, Harman, Huntington, Insight, Lubrizol, MA Connector, Materion, McGraw Hill Education, Mitsubishi, Navient, Netgear, Quest Diagnostics, RAND, Recology, Scholastic, Simplot, Standard & Poor, Suicide Prevention Coalition, Technicolor, Terex, Trimble, WKU, Zebra, Pfizer Inc., Blue Cross Blue Shield, American Diabetes Association, American Type Culture Collection, BEI Resources, Epilepsy Foundation, Drug Abuse Warning Network,

## Emergency

Federal Emergency Management Agency

## Research

Arbitron

## Retail

Liquid Keratin, Fortis Homes, Lindsay Cadillac, Mattress Discounters, MB Residential, Pulte Homes, Radixnet, Sport & Health Clubs, Temps & Co., VOB Saab, Washington Capitals, and the Washington Times, Furniture.com, Wavelynx.com

## Military

U.S. Navy SEALs, Department of Veteran Affairs

## IQ Solutions | 2000-2006

### Senior Art Director

Managed and worked hands-on to design and build integrated social marketing campaigns.

- Developed strategic plans, creative concepts, and managed award-winning creative teams to produce products targeted to special populations and the general public for social marketing for government and nonprofit clients
- Developed concepts and produced integrated campaigns primarily focused on health communications. Campaign materials included website designs, web banners, videos, radio, print ads and posters, marketing collateral, exhibits and non-traditional media
- Worked closely with the project management, media planning and web development staff for campaign planning and implementation

## The Bomstein Agency | 1999-2000

### Ideologist (Art Director/Strategist)

- Developed and produced advertising campaigns and provided strategic thinking for commercial clients
- Developed concepts and implemented award-winning advertising campaigns. Campaign materials included print ads, television spots and marketing collateral
- Researched and identified creative vendors
- Worked closely with the copywriters, account managers and media planners
- Provided art direction for websites

## Earle Palmer Brown | 1999

### Studio Artist

Worked closely with the production manager, art directors and creative directors to produce agency work.

- Assisted the production manager and art directors in the production of advertising campaign materials
- Designed and revised print campaigns and posters per direction of the art directors.
- Illustrated storyboard frames
- Assisted in producing presentation materials

## Henry J. Kaufman & Associates | 1998

### Junior Art Director

Worked closely with the production manager, art directors and creative directors to produce agency work.

- Developed concepts and produced print advertising campaigns
- Assisted the production manager and art directors in the production of advertising campaign materials
- Designed and revised print campaigns and posters per direction of the art directors
- Illustrated storyboard frames

## WaveLynx | 1997

### Web Designer

- Designed and hand coded websites
- Worked closely with the senior web designer to design websites
- Produced web ready artwork
- Hand coded websites using HTML