

GRANT NIELSEN

CREATIVE DIRECTOR

JACKSONVILLE, FL | 904.710.6634 | GRANT@NUERAMARKETING.COM



PROFESSIONAL SUMMARY

Creative Director with 24+ years of experience shaping brands, leading teams, and producing award-winning campaigns across web, print, digital, and outdoor platforms. Known for collaborative leadership, adaptability, and a proven ability to add value to every creative pursuit. Recognized by colleagues as a friendly, innovative, and versatile leader, with expertise spanning brand identity, full-stack web development, AI-driven strategy, and campaign management.

CORE COMPETENCIES

Hard Skills

- Award-Winning Graphic Designer
- Full-Stack Web Developer
- Advanced Video Editor and Animator
- Advanced AI Prompt Engineer
- Multiple Coding Languages: PHP, HTML, Javascript

Soft Skills

- Team Leadership
- Contractor Management
- Workflow Optimization (Waterfall & Agile)
- Project Management & Planning
- Sales & Account Management

INDUSTRIES

- | | | | | |
|--------------|-----------------|-----------------|-----------------|--------------|
| · Healthcare | · Insurance | · Retail | · Government | · Non-Profit |
| · Legal | · Education | · Political | · Preservation | · Finance |
| · Industrial | · Entertainment | · Institutional | · Manufacturing | · Tech |

PROFESSIONAL EXPERIENCE

Creative Director | Nuera Marketing

Jacksonville, FL | Feb 2016 – Present

- Direct creative strategy for dozens of clients, overseeing branding, web development, and multi-channel campaigns.
- Led and mentored creative teams, fostering collaboration and continual growth across all accounts.
- Early adopter of AI tools, integrating automation and generative technology to optimize workflows and boost campaign performance.
- Manage client relationships across industries, ensuring measurable ROI and long-term account success.

Owner | Black Key Designs

Jacksonville, FL | Mar 2011 – Jan 2016

- Founded and operated a boutique studio specializing in brand identity and visual design.
- Designed 200+ logos and comprehensive brand systems for regional and national clients.
- Produced multiple editions of the Florida Driver’s Handbook and designed multiple custom guitar models for Hall Customs.

Executive Design Manager | Smartphones Technologies

Jacksonville, FL | Mar 2004 – Feb 2011

- Created UI/UX, graphics, and multimedia for one of the earliest mobile app development companies.
- Contributed to dozens of mobile applications for iOS, Blackberry, and BREW platforms.
- Delivered engaging content that helped pioneer the early mobile entertainment space.

SKILLS & TECHNICAL

Design & Development

- Graphic Design
- Full-Stack Web Development
- Video Editing & Animation
- Product Design

Technical Expertise

- PHP
- HTML
- JavaScript
- AI Prompt Engineer

Tools & Platforms

- Adobe Creative Suite
- Project Management
- SEO & PPC Platforms
- AI Tools

Leadership

- Account Management
- Team Leadership
- Workflow Optimization
- Campaign Strategy

COMMUNITY & CREATIVE ENGAGEMENT

- Professional musician with 30+ years of live performance experience.
- Published fiction author and celebrated live storyteller.
- Founder of The Elbow, a live entertainment district in Jacksonville, FL.
- Active supporter of philanthropic and cultural initiatives throughout North Florida.
- Consistently recognized by peers and clients as a highly creative, adaptable, and collaborative partner.