Not just a marketing agency. A GROWTH FIRM.

Creative Designer

BOLD Marketing | Cape Girardeau, Missouri | Full-Time | Onsite

ABOUT THE ROLE

BOLD is looking for an experienced Creative Designer with a proven track record of developing campaign concepts and carrying them through to completion. In this full-time role, you'll generate big ideas, present them to internal teams, and then bring approved concepts to life across digital, print and large-format media. Depending on the campaign, you'll either handle the design implementation yourself or guide and support fellow members of our design team as they execute the campaign elements. This role is a great fit for a strategic thinker who is equally comfortable leading the creative vision and rolling up their sleeves on production.

WHAT YOU'LL DO

Campaign Concept Development

- Develop original creative campaign concepts that align with client goals, brand identity, and target audiences
- Present concepts to internal teams, clearly explaining the strategy and creative direction behind them
- Refine concepts based on feedback through to final approval

Design Implementation & Fulfillment

- Execute approved campaigns across all required elements, including print collateral, digital ads, social media, email, signage, out of home and experiential advertising
- Adapt campaign designs across formats, sizes, and platforms while keeping the concept consistent
- Prepare final, production-ready files and coordinate with vendors and partners to ensure quality output

Design Team Support & Creative Direction

- Support fellow designers in executing campaign elements by sharing creative direction, style guidance, and feedback
- Review team members' work to ensure consistency, quality, and adherence to the approved concept
- Collaborate on workload planning so campaign deliverables are completed on time

Collaboration & Workflow

- Partner with account management team, and the analytics team to understand campaign objectives and performance goals
- Manage multiple campaigns and deadlines at once
- Keep project files organized and tracking sheets up to date

WHAT WE'RE LOOKING FOR

- A portfolio demonstrating campaign work from initial concept through final execution
- Proven experience developing creative campaign concepts that have been approved and implemented
- 5+ years of professional design experience, ideally in an agency or in-house marketing setting
- Advanced proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign), AI tool utilization experience is a plus
- Strong command of typography, layout, color, and brand systems
- Experience guiding or collaborating with other designers to execute a shared creative vision
- Excellent presentation and communication skills, with the confidence to pitch ideas and the openness to take feedback
- Strong attention to detail and the ability to manage multiple projects under deadline
- Motion graphics, video editing, or photography skills are a plus

DETAILS

- Full-time, M-F
- Compensation Based on Experience
- 4 weeks paid vacation, up to 10 paid holidays, 5 sick days
- SIMPLE IRA employer match
- 75% of individual health insurance premiums covered by employer
- Dental, vision and family coverage offered
- Immediate opening

HOW TO APPLY

Send your resume, a portfolio link featuring at least one campaign from concept to execution, and a short note about why you're interested to **dana@getboldmarketing.com**.