

DEREK CLAUSSEN

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LOCATION Lisle, IL

SUMMARY

A dedicated and forward-thinking creative focused on art direction and people leadership for a nearly 50,000 professional organization. Extensive experience includes marketing products, services, events, membership and brands. A project champion for award-winning branding and a leader in strategic campaigns, staff mentoring and process improvements while maintaining fiduciary responsibilities. Excels at providing clear direction to multiple departments, divisions and external stakeholders to achieve successful, profitable outcomes. A savvy and accomplished producer who utilizes keen skills to grow a company and foster long-term market competitiveness.

EXPERIENCE

RADIOLOGICAL SOCIETY OF NORTH AMERICA (RSNA), Oak Brook, IL

Assistant Director: Creative Services, 2019–Present

- Oversee graphic design efforts to contribute to the development of long-term strategic marketing initiatives and audience-specific integrated marketing and communication plans for the organization; contributes to the implementation of programs and/or projects, including creation of strategy, development of program benchmarks and analysis of program outcomes.
- Lead integration and implementation of the RSNA brand across the organization. Provides leadership for graphic design functions. Ensures quality, accuracy, consistency, timeliness and adherence on all print and digital tactics.
- Lead, train and develop graphic design team member's hard and soft skills; growth acceleration mapping.
- Assist Director in fostering collaborative relationships with all divisions by building solid relationships with staff in order to facilitate discussion and knowledge transfer surrounding the creative process.
- Producer of over 140 marketing projects in 2024 including developing the brand identity for annual membership marketing campaign.
- Represented RSNA as art director for 14-month long transformation of annual meeting show look with key stakeholders.
- Sourcing and supervision of freelance graphic designers.
- Develop and maintain department budget.
- Chair—Assistant Directors Group; develop and implement soft skill training to strengthen support for senior leadership and strategic planning efforts.

Additional, previous responsibilities include:

- Provided leadership for content and social media functions.
- Oversaw RSNA social media strategy and presence; worked closely with Manager: Social Media and Manager: Web and Social Media to direct social media efforts in support of organizational marketing priorities and journals marketing efforts. Used social media as a tool to gather customer insights.

Skills

SOFTWARE

- Adobe Creative Cloud
- Asana
- Slack
- Intelligence Bank (DAM)
- Salesforce
- Salesforce Marketing Cloud
- Office 365
- WordPress
- Constant Contact
- MailChimp
- Oasis LMS

AWARDS

- 2018 American In-house Design Award (GDUSA – SLEEP 2018 Identity)
- 2017 Health + Wellness Design Award (GDUSA – American Academy of Sleep Medicine Branding).

CERTIFICATIONS

- Situational Leadership (SLII)
- Project Management for Non-Project Managers

COMMITTEES

- Diversity and Inclusion Task Force
- Young Physicians Committee
- Membership Presidential Committee

AMERICAN ACADEMY OF SLEEP MEDICINE (AASM), Darien, IL

Senior Director, Membership Marketing, 2016–2019

Provide leadership and support to ten staff across multiple departments, focused on developing, designing and marketing professional resources and providing world-class customer service for over 10,000 medical professionals. Facilitated collaboration among cross-functional teams as well as short- and long-term objective execution while mentoring talent through leadership and example. Directed multiple branding and rebranding efforts, fostering growth in revenue, budget surplus, and increase in PR reach. Decreased staff time pulling reports, customer data, and sales and revenue via Salesforce CRM implementation.

- Increased total membership by 2.5% and retention by 0.6%, reversing a two-year downward trend and adding \$3,800,000 in revenue (increase of 1.6% over budget) through a 365-day multi-channel marketing plan. Currently on track to exceed membership goals by 2.0% for the second consecutive year of growth.
- Bolstered educational product sales by 2.7% while reducing expenses by 6.5% through effective marketing planning and execution; developed free and members-only content-rich resources to build the value proposition of membership and increase sales.
- Increased attendance and ticketed revenue at all educational events by 24% by enhancing web presence and improved customer reach.
- Decreased staff manual processing time 6% by collaborating and implementing automated processes.
- Responsible for the transformation of the AASM and American Board of Sleep Medicine brand systems and their assets including website, print and digital collateral and social media.
- Served as project champion for the redesign of *sleepmeeting.org*, the annual meeting of the Associated Professional Sleep Societies, LLC, and its assets.
- Served as project lead for the discovery and implementation of brand new CMS, CRM, LMS and email marketing applications within 12 months.

Graphic Design Manager, 2013–2016

Graphic Designer, 2008–2013

ADDITIONAL EXPERIENCE

CANDOR AND COMPANY

Owner, 2014-Present

Consultancy specializing in web design and development, print and digital advertising, and marketing support to small businesses.

SYSTEMS RESEARCH, INC., Schaumburg, IL

Recruiting Associate, 2007–2008

GREAT LAKES SIGNS & GRAPHICS, INC., Bolingbrook, IL

Graphic Designer/Project Manager, 2005–2007