

Darryl Garland

Creative + Communications Leader • MBA

802-272-4962 • darryl@red-garland.com • [linkedin.com/in/redgarland](https://www.linkedin.com/in/redgarland) • Montpelier, VT • In-person, hybrid or remote

25 years of strategic marketing and communications leadership energized by a decade of creative agency experience.

“We believe _____.”

That statement the key to your success.

Your cause sets you apart from the competition and brings you closer to customers and colleagues.

It clarifies your priorities. It gives purpose to profits.

I believe that people need messages that are made clear and compelling through structure and creativity.

I leverage an MBA and 25 years of communications and brand marketing experience with a decade in advertising and design agencies to deliver solutions that bring the power of purpose to profitability.

Thank you for considering my qualifications to join your team.

Let's get started: 802-272-4962.

Darryl Garland

Darryl Garland

Creative + Communications Leader • MBA

802-272-4962 • darryl@red-garland.com • linkedin.com/in/redgarland • Montpelier, VT • In-person, hybrid or remote

25 years of strategic marketing and communications leadership energized by a decade of creative agency experience.

- Brand Marketing Strategy
- Corporate Communications
- Company Culture
- Servant-Leadership
- Creative Direction
- Graphic Design & Copywriting
- Most important: Empathy, Energy & Enthusiasm

Experience

Adjunct Professor — Norwich University • December 2023 to Present

- Teaching future leaders in business and the military the power and responsibility of creating engaging marketing communications.

Director of Brand Strategy — National Life Group • June 2022 to February 2024

- Built brand love with clients, colleagues and communities for a \$291 billion organization through earned and paid media, marketing campaigns, affinity programs, influencer partnerships and events.
 - Net Promoter Score (NPS) rose 683%
 - Awareness expanded 245%
 - Consideration grew 174%, and
 - Preference climbed 160% over the previous three years

Director of Corporate Communications — National Life Group • June 2021 to June 2022

- Managed a team and a budget that enriched the corporate culture and reputation coming out of the pandemic, shaping the company's narrative through employee communications, change management and public relations.
 - Best-in-class 94% Gallup employee survey participation
 - A record employee engagement score
 - 10,000 people partying on an insurance company's lawn, reaching \$345,000 raised for cancer patients

Director of Digital Branding — National Life Group • October 2017 to June 2021

- Infused life into life insurance and financial services brand marketing with cause-driven programs and content across social media, including on LinkedIn, Instagram, Facebook, X, and TikTok.
 - Achieved engagement rates 150% higher than industry peers
 - Grew followers by 97% across platforms

Creative Director — Sentinel Investments • August 2007 to October 2017

- Transformed a staid FINRA-regulated mutual fund company brand into a purpose-driven partner for financial advisors, building distinctive strategic marketing into every touchpoint, from fact sheets to a new website.

Creative & Art Director, Graphic Designer — Advertising & design agencies across the country • May 1997 to August 2007

- Elevated the B2B and B2C clients of marketing, design and advertising agencies large and small with strategic creative direction and thoughtful design across media and industries.
- Clients included Coca-Cola, Harley-Davidson, DreamWorks, Ecco, Reebok and Puma.

Education

Master of Business Administration (MBA), Marketing Concentration from University of Arizona
Bachelor of Arts (BA), Communication Arts & Sciences, Minor in English from Vermont State University