

Clint Erickson

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EXECUTIVE CREATIVE DIRECTOR

SUMMARY

Dynamic Creative Director with 20+ years of experience shaping and revitalizing brands for success in the consumer product industry. Proven track record of building ground-up brand identity, driving sales growth, and leading high-performing creative teams. Deep expertise in brand development, marketing strategy, product development, and packaging design. Passionate about building strong consumer connections through impactful storytelling and innovative design solutions.

EXPERIENCE:

Sapa Investment Group, Salt Lake City, UT (Mar 2021-Current)

Chief Creative Officer

Brand Trailblazer: Established Dragonfly as Utah's #1 volume medical cannabis brand and created the mid-market Betty Medicine brand, exceeding sales expectations to over \$4.8M/yr

Crafter of Compelling Stories: Orchestrated brand storytelling through targeted marketing campaigns, including events with over 2,000 attendees, celebrity appearances, and unique initiatives like a \$200k custom art car installation.

Boosted Revenue & Patient Acquisition: Increased patient count by 28% YoY, expanded product line offerings, and leveraged promotional opportunities achieving record holiday sales every year.

Product Visionary: Developed the Novaa cannabis hardware and pod system, generating \$7.7M to date.

Streamlined Operations: Coordinated product development roadmaps, managed team workflows via task management software and creative briefs, and designed cohesive packaging for 40+ SKUs.

Marketing Director (Previous Role)

Invented a Feeder Entity: Utah Grown is a non-traditional market service focused on education, events, and public medical card access, driving patient acquisition for Dragonfly's retail operations with a 65% average conversion rate.

Digital Transformation: Championed the overhaul and upgrade from PWA to a fully indexable website, revamped the SEO and Dragonfly Wellness site architecture, and oversaw UX/UI updates that reduced, customer service calls, cart abandonment, and boosted transactions.

Content & Community King: Maintained a 21,000+ (increasing 110% YoY) subscriber newsletter, managed a strategic social media presence across 6 brands, and directed a team of creatives, writers, managers, and developers.

Creative Director (Previous Role)

Brand Architect: Re-branded Dragonfly and added sub-brand DragonflyRAD, aligned all product packaging and media assets, and segmented Dragonfly Wellness as an independent brand.

Brand Champion: Developed the Sapa Investment Group brand and guided workshops to cement brand values and mission. Emphasized culture-building through over-the-top company events.

Multi-Brand Master: Brand managed and designed for Purgatory Bar, Fat Fish, Nomo, Sapa Food Hub, Sapa Connect, and G1 Construction.

Idea Makers/Global Product Makers, Salt Lake City, UT (Sept 2020-Mar 2021)

Lead Designer: Supported 15 active clients with design needs, consulted on brand development and market potential, and managed in-house and contract designers.

Award-Winning Innovation: Created the Twisted Goat brand, which won "Best New Product" at the National Hardware Show 2023.

Previous Experience (Concise Summary)

Amenity Health, Inc. (2011-2019): Co-founder, Director of Product Development, and Creative Director (Designed and engineered MedCline product and brought it to market, established manufacturing, packaging, and shipping procedures, and spearheaded brand development and marketing).

Independent Design & Marketing Firm Owner (2008-2021): Built brands and products for clients like Sapa, Game Beyond the Game, LvR, Wolf and Grizzly, ToSense, and Caliber ASG.

PROFICIENCIES:

Expert-level Adobe Creative Suite specifically Illustrator, Photoshop, Lightroom, InDesign, and Adobe XD, Strong familiarity with Figma, Microsoft Office Suite, and video editing software (Adobe Premier, After Effects, DaVinci Resolve, REDCINE-X Pro).

EDUCATION:

Bachelor's degree (Chemistry, Political Science), Brigham Young University, Tau Beta Pi, Golden Key International Honour Society

Associate degree (Graphic Design), Brooks College, Honors