

Josh Thompson

Brand & Creative Lead | Destination Marketing

Contact

Email
jtdesignerpro@gmail.com

Portfolio
jtdesignerpro.com

Location
Sioux Falls, SD · Open to remote

Education

2015
BBA, Marketing; Multimedia Design
Northwestern College

Expertise

- Brand identity & design systems
- Creative & art direction
- Campaign development
- Print & editorial design
- Photo & video direction
- Team leadership & mentoring
- Destination marketing

Tools

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop)
- Figma
- Canva
- AI tools

Summary

Brand and creative lead for the destination marketing organization of Sioux Falls, SD, a destination that drew 3.4 million visitors and $1.2 billion in visitor spending in 2025. I bring 5+ years of brand and design work plus 6 years leading teams, and I connect creative to measurable results.

Experience

2023 – Present
Experience Sioux Falls

Creative Marketing Manager · Brand Lead

- Led the brand's evolution since 2023 and set its 2026 creative direction, taking the agency-built "Experience It Differently" identity and growing it into a full in-house brand system (guidelines, typography, color, and photo and video direction) that keeps every piece on brand.
- Own everything after the media buy: concepting, design, video, production and delivery of final creative for every placement the organization purchases.
- Direct the annual visitor guide, 150,000 copies printed and circulated, from concept through production.
- Created the work behind a video-first 2025 campaign program: total impressions rose 114% and engagements 396% year over year, and website sessions grew 23.5% to 1.23M.
- Seasonal campaigns: Spring/Summer reached 34.7M impressions at an 11.4% engagement rate and a $71:1 return on ad spend; Fall/Holiday returned $119:1.
- Moved social toward original, in-house short-form video, lifting video views 152.6% to 6.9M; the four-part "Experience Sioux Falls Differently" persona series earned a 40.2% engagement rate on 1.12M impressions.
- Created B2B creative for 17 trade partners reaching meeting, sports and group tour planners.
- Created a hand-drawn illustration system of the landmarks, food, music and adventures that make Sioux Falls distinct.
- Help direct photo and video shoots, curate the brand's photo library, and direct partner agencies, a freelance photographer and print partners.

Interests

- Curated collecting
- Competitive gaming
- Hi-fi audio
- Soccer
- Strength training

Experience, continued

2022 – 2023

Kaerwell

Senior Designer

- Directed the brand's creative vision and a scalable identity across a large product catalog.
- Designed labels for hundreds of products on a flexible template system that kept the brand consistent, sped up production and powered a proprietary online design tool.

2016 – 2022

Starbucks Coffee Co.

Store Manager

- Led multiple teams of 30+ partners across operations, hiring and performance.
- Coached more than 20 people into shift supervisor and management roles.

2015 – 2016

InCart Marketing

Web Designer

- Designed responsive websites for small businesses that supported their e-commerce and lead-generation goals.

2025 results

$119:1
Return on ad spend, Fall/Holiday campaign

+396%
Campaign engagements, year over year

+152.6%
Social video views, to 6.9M

150,000
Visitor guides printed and circulated

See the work. The full Experience Sioux Falls brand evolution, 2025 results and video work are at **jtdesignerpro.com**.