

TODD BRIGGS

CREATIVE DIRECTION · MULTIMEDIA BRAND & PRODUCTION LEADERSHIP

Mount Pleasant, SC | 704-995-3344 | JustCallTodd@gmail.com

www.toddbriggs.com | FAA Part 107 Remote Pilot

PROFILE

Creative leader with 12+ years of experience directing campaigns, photography, video, digital content, catalog production, and brand execution for major consumer brands, paired with 8+ years of people and operations leadership in financial services. Experienced leading cross-functional creative teams, managing photographers and vendors, and balancing deadlines and budgets. Hands-on background in photography, video, drone production, web design, and Adobe Creative Suite, with a direct understanding of business priorities and regulated environments.

SELECTED IMPACT

- Led end-to-end seasonal catalog and campaign production at Belk, coordinating creative, photography, merchandising, digital, and print partners.
- Produced photography, drone imagery, a video walkthrough, a custom website, and copy for a \$3.8 million waterfront property; the property sold in 14 days.
- Managed and developed teams of 4-10 employees across creative, mortgage, and branch environments, including coaching, priorities, and performance.
- Helped lead REV Federal Credit Union's 2024 Branch of the Year while supporting \$10.6 million in new deposits and \$5.7 million in lending activity during 2025.

CURRENT CREATIVE PRACTICE

Creative Director & Producer, Independent

Todd Briggs - Brand, Photography & Creative · Charleston / Carolinas | 2015-Present

- Lead commercial photography, video, drone production, brand development, web design, and integrated campaigns from discovery and creative brief through final delivery.
- Direct shoots, operate camera and drone equipment, guide subjects and styling, and maintain visual standards through post-production.
- Manage schedules, budgets, vendors, contractors, equipment, and simultaneous assignments while maintaining direct client communication.

CORE CAPABILITIES

Creative direction & brand standards

Integrated campaign development

Photography, video & multimedia

Digital, social, email & web content

Photoshop, Illustrator & InDesign

Financial services & regulated environments

Creative team leadership & coaching

Workflow & resource management

Vendor, photographer & agency management

Budget, timeline & production management

Cross-functional stakeholder leadership

Client experience & business operations

CREATIVE LEADERSHIP EXPERIENCE

Senior Art Director

Belk Store Services · Charlotte, NC | 2007-2015

- Led creative direction and high-volume seasonal production for one of the Southeast's largest retailers across catalog, print, in-store, and digital channels.
- Art-directed seasonal catalogs from concept through final delivery, including photography direction, styling input, design, copy review, layout, and print.
- Led designers, copywriters, photographers, stylists, producers, and print vendors; coached junior creatives while maintaining quality, pace, and accountability.
- Owned creative intake, prioritization, schedules, and delivery across simultaneous campaigns with fixed launch dates.
- Partnered with Marketing, Merchandising, and Digital teams to translate business priorities into consistent customer-facing creative.

Art Director / Web Designer

Cato Corporation · Charlotte, NC | 2003-2007

- Created integrated print and digital marketing for a national retail brand, including web content, promotional campaigns, and brand collateral.
- Coordinated recurring production cycles across marketing, merchandising, web, and outside partners while maintaining deadlines and brand standards.

ADDITIONAL BUSINESS & PEOPLE LEADERSHIP

REV Federal Credit Union | 2023-2026

Assistant Branch Manager

North Group Mortgage / Flagstar Bank | 2018-2023

Producing Branch Manager

Hamilton Group Funding | 2015-2018

Producing Branch Manager

- Managed teams, hiring, coaching, production pipelines, customer relationships, budgets, performance metrics, compliance-sensitive workflows, and daily operations.
- Built referral-driven business with Realtors, builders, business owners, CPAs, and financial professionals.
- Developed repeatable workflows, monitored KPIs and cycle times, resolved escalated client issues, and coordinated sales, operations, underwriting, compliance, title, and closing teams.

EDUCATION & CERTIFICATION

Bachelor of Fine Arts - Marketing / Graphic Design

University of North Carolina at Charlotte

FAA Part 107 Remote Pilot Certificate - Current