

# RON LIM

Creative Director | Art Director | Copywriter | Team Leadership | Creative Strategy  
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## PROFESSIONAL SUMMARY

Award-winning Creative Director with experience creating multimedia campaigns encompassing digital, outdoor, broadcast, events, print, and guerilla marketing. Over a decade leading teams of up to 20 direct reports. History of new business wins for global agencies, including international clients.

## EXPERIENCE

### SERVICENOW. Contract/Senior Art Director. October 2023 - Present.

Contract senior art director on the brand and film teams.

- Led the development of global and customer/partner films, including projects for NHL, VISA, Aston-Martin F1 Racing, and Teleperformance. Conceptual thinking ensuring impactful storytelling for each brand.
- Created ServiceNow AI Agents video explaining how the Now Platform utilizes AI to streamline your business, showcasing innovative solutions in the enterprise. Assets used to promote live stream event and the campaign was highlighted by ServiceNow leadership team over social platforms.
- Conceptualized event theming and designed company store and swag for Knowledge24 and CreatorCon10, ensuring consistent brand messaging.
- Designed and implemented digital campaigns, internal communications, and social media content for internal diverse personas including company comms for the CEO.

### SALESFORCE. Associate Creative Director. December 2015 - March 2023.

Solutions-oriented creative lead on AppExchange. Managed team servicing 20+ internal clients. Promoted from Senior Art Director to Associate Creative Director; managed digital, print, social, and video campaigns, emphasizing adaptability in an ever-evolving market.

- Championed innovative design strategies resulting in high-impact promotional materials at major events like Dreamforce 2019; directly contributed to attracting over 100k attendees while maintaining consistent brand messaging throughout.
- Led the development of templated campaigns to optimize processes within the partner program; increased service capacity to more than 10 partners quarterly while reducing turnaround time by a significant margin.
- Advised the collaboration with external agencies and skilled contractors to optimize creative output; generated quarterly business reports detailing project performance, informing strategic decisions for future campaigns and ensuring effectiveness in all initiatives.
- Art directed The Exchange, a quarterly magazine, winning Content Marketing Award for three consecutive years.

### FREELANCE. Creative Director, Art Director, Copywriter. February 2015 - December 2015.

- Produced broadcast, digital, print campaigns and web content for ATTIK, Digitas, CogI.
- Clients: Scion, Hack Reactor, ThinAir, Electronic Arts, eBay, Concord/Stax Records (Paul McCartney, Paul Simon, Steve Perry, and Nathaniel Rateliff & The Night Sweats).

### ATTIK, S.F. Creative Director. May 2006 - February 2015.

Brought on as Associate Creative Director and promoted to CD after acquisition by Dentsu; directed and mentored 8+ creative teams, fostering a culture of innovation and initiative.

- Oversaw campaigns for Scion, Lexus (U.S. & international), Toyota (U.S. & Saudi Arabia), and Moviefone.
- Led new business team, winning business from Sony, Yahoo, Sour Punch Candy, ExpressJet Airlines.
- Delivered campaign for the Lexus IS-F that increased awareness by 20% and recall by 17% (National CineMedia).
- Received recognition from the One Show, Addy, and FWA for campaign excellence.
- Selected as a panelist and speaker at industry events, including SF Egotist's ONCE and Variety's 3-D Entertainment Summit.

## EDUCATION

### ACADEMY OF ART UNIVERSITY. Bachelor of Fine Arts.

- Advertising Major • Graduated with Distinction

**SKILLS/EXPERTISE:** • Content Creation • Conceptual Thinker • Storytelling • Team Leadership, managing creative departments • Talent Development: 6+ hires have become creative directors • Mentoring • Cross-functional Collaboration • Experience building world-class brands • Video Production • Branding • AI Integration • Project Management • Strategic Thinking

**AWARDS/ACCOLADES:** One Show, D&AD, Cannes Lions, the Addys, the Tellys, Clio Awards, London International Advertising Awards, Effies, Stout-Laden International Advertising Festival, Content Marketing Awards, M16 Game Marketing Awards, OAAA Awards, Ad Age Best Ads, Adweek, the San Francisco Show.