

RYAN ENCINAS

CREATIVE DIRECTOR + MARKETING DIRECTOR

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PROFILE

Creative Director with 20+ years of experience building brands and the teams and systems behind them. Brings hands-on creative direction together with marketing strategy, consumer insight and business discipline, with a track record of turning creative decisions into measurable growth, stronger brands and more effective organizations. Currently leads a 13-person creative and marketing team and \$3.5M annual budget within a \$150M business.

13

DIRECT REPORTS

\$3.5M

ANNUAL BUDGET

\$2.5M+

OPERATIONAL SAVINGS

140%

INCREASE IN OUTPUT

EXPERTISE

Creative Direction · Art Direction · Brand Strategy · Brand Identity · Integrated Campaigns · Packaging Systems · Consumer Marketing · D2C & E-Commerce · Product Innovation · Creative Operations · Team Leadership · Budget & ROI Management · AI-Assisted Workflows

EXPERIENCE

THRESHOLD ENTERPRISES | 2015-PRESENT

Creative Director + Marketing Director | 2022-Present

Lead creative and marketing for four consumer health brands within a \$150M business, with responsibility for a 13-person multidisciplinary team and \$3.5M annual departmental budget.

- Led the transformation of Source Naturals, directing identity, logo evolution, packaging architecture, typography, color, photography, campaigns, digital creative, retail expression, video and brand standards across a national product portfolio.
- Reduced departmental costs by more than \$2.5M while increasing output 140%, restructuring programs and resources, eliminating low-ROI activity, implementing automation and redesigning workflows around higher-value work.
- Directed the Source Naturals D2C relaunch and organic marketing system, producing sustained 4% month-over-month growth with virtually no paid advertising.
- Direct creative and marketing support for approximately 10-15 product launches annually, including launches performing as much as 700% above the company launch average.
- Forecast and manage a \$3.5M annual departmental budget, presenting investment needs and performance to senior leadership, evaluating programs against ROI and recommending resource allocation in partnership with the CFO and CEO.
- Lead organizational structure, hiring, performance management and staff development for a 13-person creative and marketing team, while selecting and directing agencies, vendors and production partners.
- Authored brand strategy systems defining positioning, consumer opportunity, innovation priorities, brand architecture and creative standards for long-term organizational use.
- Serve as a cross-functional strategic partner to senior leadership on enterprise decisions and initiatives extending beyond the traditional creative and marketing function.

Creative Services Manager | 2017-2022

- Managed multidisciplinary creative services spanning packaging, campaigns, e-commerce, retail, trade shows, photography, video and sales support.
- Standardized packaging and product-image systems across 3,000+ SKUs, improving consistency, scalability and retailer readiness.
- Implemented Adobe Workfront and digital proofing across Marketing, Sales, Production and R&D, replacing fragmented processes with centralized project management and review systems.
- Built centralized digital asset systems and repositioned sampling, catalog and display programs around greater efficiency, accountability and measurable sales value.
- Developed modular retail display systems and tiered co-op programs designed to increase retailer participation, flexibility and order value.

Lead Designer | 2015-2017

- Designed and art-directed packaging, advertising, trade show environments and brand materials for Source Naturals and Planetary Herbals.
- Introduced modern visual standards across extensive product portfolios while preserving established brand recognition and equity.
- Partnered with Marketing and R&D to translate complex nutritional science into clear consumer communication while expanding into brand systems and production strategy.

DEFINED IMAGE | 2008-2015

Visual Communications Director

- Directed agency work across identity, packaging, advertising, web and marketing communications for B2B and consumer clients in health, retail
- and technology.
- Led engagements from strategy and creative development through production and launch, including client, vendor and production management.
- Contributed creative direction to the Coachella Valley Rescue Mission communications campaign, recognized with four Association of Gospel Rescue Missions Media Innovation Awards across web, editorial, brochure and photography.

HORIZON GLOBAL MEDIA | 2004-2008

Lead Designer

- Led identity, marketing collateral and digital design projects from concept through production for corporate clients.
- Managed client relationships, vendors and production partners while maintaining creative quality across concurrent projects.

SELECTED RECOGNITION

Association of Gospel Rescue Missions Media Innovation Awards

Coachella Valley Rescue Mission · Website, Editorial, Brochure & Photography

Palm Springs Art Museum

Invitational digital art exhibition through College of the Desert

EDUCATION

College of the Desert

Associate of Arts, Graphic Design