

# MIKE FORCE

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Creative Director | Brand Systems & Experiential Design

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### PROFESSIONAL SUMMARY

Known for connecting strategy, craft, and production to deliver cohesive brand experiences across digital, physical, and experiential touchpoints, while leading teams and partnering cross-functionally to drive consistency and scale.

### PROFESSIONAL EXPERIENCE

#### OPRY ENTERTAINMENT GROUP

Senior Creative Designer / 2019–2024

- Led brand development and execution across Ole Red, Category 10, the Ryman Auditorium, the Grand Ole Opry, and corporate initiatives
- Created and maintained comprehensive brand systems for Opry Entertainment Group and Ryman Hospitality Properties, supporting internal, B2B, and B2C channels
- Art directed and partnered with external agencies on websites for Category 10, Ole Red, Ryman, and Opry Entertainment Group, with strategies built for multi-location growth
- Collaborated with local in-venue marketing managers to support scalable site updates including menus, calendars, and promotions
- Built operational signage, POP, and in-venue asset libraries, enabling consistent execution across locations
- Led in-store environmental signage from concept through production, including mockups, vendor coordination, and press checks
- Worked closely with paid media, social, email, and private events teams on integrated print and digital campaigns and brand-consistent collateral
- Partnered with the video department to supply brand-aligned motion graphics and animations for campaigns and digital content
- Developed and managed corporate brand asset libraries in SharePoint, supporting marketing, retail, HR, and C-Suite access
- Created hiring and recruitment assets in partnership with HR teams across all brands
- Designed C-Suite PowerPoint presentation templates, supporting executive communication and brand alignment
- Directed and mentored junior designers and freelance creatives, managing workflows and production standards

#### CAREER PAUSE — MEDICAL LEAVE

Oct 2024–Oct 2025

- Planned medical leave for treatment and recovery; fully cleared and prepared to return to full-time creative leadership roles

#### INDEPENDENT DESIGN & BRAND CONSULTING

Freelance Creative Director | 2025–Present

- Providing brand strategy, creative direction, and design support for select clients across brand, experiential, and fine art projects

## HARVEST CREATIVE

Creative Director | Brand Manager / 2007–2023

- Led brand identity, campaign, and experiential design for national retailers, financial institutions, food and beverage, wellness, CPG, and restaurant brands
- Contributed to national campaigns for Wendy's, Walmart, and Tractor Supply Co., alongside regional and emerging clients
- Served as brand manager for long-term client relationships, guiding strategy, execution, and consistency
- Managed and directed junior designers and freelance creatives, providing mentorship and art direction
- Designed print and digital campaigns, POP displays, tradeshow booths, and experiential environments
- Collaborated with architects and environmental teams on mockups and layout design for Whole Foods and restaurant in-store signage
- Art directed photography including food, product, athletic, lifestyle, and executive headshots
- Applied deep production and print expertise, including screen printing, to ensure feasibility and quality from concept through execution

## HATTILOO THEATRE

Creative Designer (Contract) / 2006–2024

- Led seasonal brand expression for theatrical productions, including key art, posters, merchandise, digital assets, and fundraising materials

## TOOF / AMERICAN DIGITAL PRINTING

Graphic Designer + Digital Print Specialist / 2005–2007

- Built a strong technical foundation in digital printing, file preparation, asset management, and production workflows
- Troubleshoot complex file-prep and output issues, supported press checks, and ensured quality through fulfillment

## CORE SKILLS

Brand Strategy & Identity • Brand Systems • Creative Direction • Experiential & Environmental Integrated Print & Digital Design • Retail & POP • UX & Web Collaboration • Team Leadership

## TOOLS

Adobe Illustrator • Photoshop • InDesign  
After Effects • Premiere Pro • Media Encoder  
Lightroom • Acrobat & Acrobat Distiller • Figma  
Asana • Basecamp • Adobe Workfront  
Microsoft Office 365

## AWARDS

- 30+ Gold ADDY Awards
- RHP Chairman's Award  
Communication & Collaboration
- Standing Ovation Award  
Communication and Teamwork

## FINE ART EXPERIENCE

Painter, illustrator, and photographer with a fine art background that informs conceptual thinking and originality. Work has been included in juried exhibitions and supported through gallery representation.

## PROFESSIONAL DEVELOPMENT

- Creative Works Conference — Attendee (2017, 2018, 2022)
- Brand New Conference — Attendee (2024)
- Franklin Covey — The 7 Habits of Highly Effective People (Leadership Development Program)