

RICK HOYLE

Designing brands. Building experiences. Driving results.

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+46.5% CONVERSION INCREASE	-30% PRODUCTION TIME	3x CONTENT OUTPUT	25+ YEARS IN MARKETING	360° CREATIVE LEADERSHIP
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ABOUT ME

Creative leadership with strategy at the core.

I bridge the gap between brand, design, technology, and business goals to create meaningful work that moves people and drives performance — building modern brand systems, high-performing digital experiences, and AI-enabled creative workflows across healthcare, technology, and apparel.

EXPERIENCE

A career built across brand, growth, digital, and creative operations.

Director, Creative Development DentalPlans.com, a Henry Schein One Company 2019 – Present - Led brand evolution, website re-platforming, and multi-channel creative strategy for a national healthcare business. - Directed day-to-day creative operations across web, lifecycle, paid media, campaigns, and executive storytelling. - Improved PPC performance by +46.5% through stronger creative systems, optimization, and cross-functional alignment.
Senior UX/UI Manager DentalPlans.com, a Henry Schein One Company 2014 – 2019 - Built high-performing digital experiences that supported the company's highest-grossing campaign work. - Led a lean team responsible for roughly 85% of creative assets across departments, channels, and business priorities. - Connected UX, conversion strategy, and brand consistency into scalable frameworks that accelerated delivery.
Senior Graphic Web Designer DentalPlans.com, a Henry Schein One Company 2007 – 2014 - Streamlined digital purchasing flows to improve clarity, confidence, and conversion. - Elevated site experience through stronger information design, visual hierarchy, and user-first thinking. - Earned recognition for creative performance, collaboration, and consistent business impact.

Art Director & Brand Developer

Wash Inc.

2002 – 2022

- Developed identity systems, apparel concepts, and branded visual programs for consumer-facing clients.
- Created work connected to brands including Adidas, Coca-Cola, Hollister, and Abercrombie & Fitch.
- Balanced conceptual storytelling with production-ready execution across print, apparel, and brand expression.

SKILLS

Strategic vision, elevated creative, and systems built for today's marketing landscape.

Creative Direction ● Brand vision ● Campaign concepts ● Executive-level storytelling	Performance ● Conversion strategy ● Paid media creative ● A/B testing and optimization
Team Leadership ● Mentorship ● Cross-functional alignment ● Scalable workflows	Modern Execution ● AI-enhanced production ● UX/UI systems ● Front-end fluency

AI INTEGRATION

Using AI to minimize resources and maximize output.

I use AI as a force multiplier — speeding ideation, content generation, video exploration, and production workflows so teams can create more value without inflating headcount or sacrificing quality. AI works best when guided by strong creative direction: it removes unnecessary friction from concepting, copy development, design iteration, and campaign versioning, freeing senior creative judgment for the decisions that matter most.

Lean Teams, Bigger Reach

Accelerate concept exploration, first-draft creative, and rapid campaign testing without sacrificing brand standards.

Faster Time to Market

Integrate AI into content, video, design iteration, and presentation workflows to reduce production friction.

Higher Output, Smarter Resources

Build systems where AI supports human strategy — freeing senior creatives for concept, quality, and measurable impact.

EDUCATION

Foundation

Florida International University — Journalism, Psychology, Photography — North Miami, FL

Plantation High School — Advanced Placement English, Yearbook, School Newspaper, & Literary Magazine — Plantation, FL