RANDALL E. DOLOWY

CREATIVE STRATEGIST · MARKETING DIRECTOR · BRAND BUILDER

CREATIVE STRATEGY · DIGITAL MARKETING · BRAND DEVELOPMENT · INTEGRATED CAMPAIGNS · BUSINESS DEVELOPMENT

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EXECUTIVE PROFILE

Senior marketing, communications, and creative leader with decades of experience building brands, directing integrated campaigns, and developing relationships that drive growth. Combines strategic vision with expertise in digital marketing, social media, content development, advertising, and creative direction. Leads multidisciplinary teams and partners with executives to transform business objectives into compelling campaigns that engage audiences and strengthen brands.

CORE LEADERSHIP CAPABILITIES

Marketing Strategy & Leadership · Digital Marketing & Social Media · Brand Development & Creative Direction · Content Strategy & Integrated Campaigns · Communications & Business Development

MARKETING PLATFORMS & EXECUTION

Digital Advertising · Social Media · Content Development · Email & SMS Marketing · Web & SEO · Paid Search · Campaign Analytics · Photography & Video · Adobe Creative Cloud · AI-Assisted Workflows

PROFESSIONAL EXPERIENCE

VOYCE DIGITAL MARKETING

Marketing & Creative Director · Brand Strategist | 2025–Present | California

Lead integrated marketing, brand strategy, digital communications, and creative direction for healthcare and consumer organizations, partnering with executives to strengthen visibility, engagement, and business growth.

- Develop marketing strategies and campaigns across social media, digital advertising, websites, email, SMS, video, and print.
- Direct content strategy, photography, video, messaging, and creative production from concept through multichannel deployment.
- Advise executives on positioning, marketing priorities, customer acquisition, and audience engagement.
- Evaluate campaign performance and audience insights to refine messaging, creative direction, and marketing initiatives.

BECOMECRAFTED.COM — CRAFT CLOTHING

Founder · Creative Director · Brand & Marketing Lead | 2026–Present

Founded and developed an independent consumer brand, directing identity, product development, e-commerce, marketing, and creative strategy from concept through launch.

- Established brand positioning, visual identity, messaging, and consumer-facing marketing.
- Develop social media, photography, video, product storytelling, and digital advertising to build awareness and engagement.
- Lead strategy, content development, campaign execution, and the customer experience across digital channels.

PACIFICA

Center for Plastic Surgery, Medical Spa & Dermatology
Marketing & Creative Director | 2019–2025 | Camarillo, CA

Led integrated marketing, brand strategy, and creative direction across three healthcare divisions, establishing a unified brand presence and coordinated digital marketing program.

- Launched the dermatology division from zero and grew it to 300 new patients per month through a new website, social media, digital advertising, B2B outreach, and direct patient communications.
- Revived the plastic surgery division when it was at risk of closing, using digital advertising, social media, and Kolder Insights.
- Created Kolder Insights, in-person events where prospective patients asked the surgeon their questions directly, toured the facilities, and met the team; each event generated $40K–$100K in prepaid treatments and surgeries and built the surgeon’s reputation in the community.
- Grew Instagram engagement for the plastic surgery practice and medical spa from fewer than 50 interactions to 20K–40K views and likes per post.
- Directed brand transformation and multidisciplinary creative teams, managing campaigns, vendors, budgets, and production across organic and paid social, websites, email, SMS, digital advertising, video, and print.
- Partnered with physicians and executives to translate complex medical information into engaging educational content and patient communications; refined strategy through campaign analytics and audience insights.

EARLIER MARKETING, COMMUNICATIONS & CREATIVE LEADERSHIP

VOYCE DIGITAL MARKETING

Creative Director · Senior Designer

Founded and operated an independent marketing and creative consultancy across multiple periods of my career, serving healthcare, consumer, sports, entertainment, and technology clients.

- Developed brand strategies, advertising campaigns, and integrated marketing communications across traditional and digital channels.
- Partnered with executives to identify business opportunities, shape marketing initiatives, and strengthen client relationships.
- Directed multidisciplinary creative teams, vendors, and production partners from strategy through execution.

AMGEN — MARKETING COMMUNICATIONS, ONCOLOGY

Creative Strategist

Directed creative strategy and integrated marketing communications for oncology programs serving healthcare professionals and patients.

- Translated complex scientific information into accessible educational materials and marketing communications.
- Collaborated with stakeholders and external agencies to align messaging, creative direction, and campaign execution.
- Managed communications programs exceeding $2 million, coordinating agencies, budgets, production, and deliverables.

TONIC BRAND COMMUNICATIONS, INC.

Chief Creative Officer & Co-Founder

Co-founded and grew an award-winning, 12-person marketing, public relations, and creative agency, leading strategy, business development, teams, and senior client relationships.

- Directed integrated marketing, advertising, public relations, and creative programs for major corporate and consumer clients.
- Built and led multidisciplinary teams, managing strategic planning, budgets, production, and campaign execution.
- Secured multiyear engagements with Anthem, Amgen, and First Data through executive relationships and new-business development.
- Contributed to early branding for DocuSign and directed season-long creative campaigns for the Los Angeles Dodgers.

EARLIER CAREER — ACTION SPORTS, CONSUMER BRANDS & AGENCY

Founder · Creative Director — Full-Service Creative & Branding Agency

Founded and ran an agency built on relationships developed early in my career, providing branding, visual communication, and packaging for healthcare, banking, action sports, and apparel clients.

Creative Director — Marketing Agency, Glendale, CA

Led advertising, apparel, photography, video, and design for clients across multiple industries.

Creative Director — Mountain Bike Brand, Santa Monica, CA

Recruited to lead creative for an innovative bike company: advertising, apparel, photography, video, and athlete engagement and promotion.

Art Director — Action Sports Company, Huntington Beach, CA

Created and managed all product graphics, packaging, advertising, photography, and design for several youth-culture brands, including merchandise and race apparel.

CLIENT EXPERIENCE

Amgen · Anthem / BlueCross · Omron Healthcare · Pacifica Center · A Fresh Face Aesthetics · Hollywood Hair · Will Grant Vision · Brothers After War · Metanoia Films · Perseverance Productions · DocuSign · Los Angeles Dodgers · Luxottica · California National Bank · GT Bicycles · KHS Bicycles · No Fear · Life's a Beach · Suzuki · Tioga

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AWARDS & RECOGNITION

Design Excellence Awards — Product Marketing Collateral · BlueCross Missouri Product Catalog · FreeAgent Bikes Advertising Campaign
International Product Display Award — GT Bicycles Germany

EDUCATION

California State University, Northridge — Bachelor of Arts, Graphic Design, with Business Administration studies
ArtCenter College of Design — Graphic Design & Illustration
Pierce College — AA, Business Administration / Technical Illustration