

## David Thompson

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Creative Director & Marketing Executive with over twenty years of experience developing local, national, and global brands and strategies for some of the world's most recognized companies. Proven and nationally recognized brand builder with consistent success identifying and interpreting business communications needs and developing consistent, innovative, and creative solutions.

### **Memphis Grizzlies - August 2005 to Present**

#### **Senior Director, Brand & Creative**

#### **Director, Creative Services/Brand Marketing**

- Create and lead a united brand strategy across multiple brands & channels, both internally and externally, to create unique, authentic user experiences in collaboration with multiple departments, including Business Operations, Basketball Operations, Retail & Online Team Store, and NBA Team Business Operations
- Oversee the day-to-day operation of the creative team and process along with all brand use, approvals, and guidelines for Memphis Grizzlies, Memphis Hustle, Grizz Gaming, Grind City Media, and FedExForum
- Leads internal team and efforts for yearly advertising campaign development and execution from strategy, to creation through implementation
- Manage agency and vendor review and selection process, in addition to daily workflow including creation, critique, and communication
- Manage team that produces 800+ projects annually that spans print, motion, social, broadcast, and publication design
- Led team through brand refresh and promotional rollout of all brands, from Memphis Grizzlies to Memphis Hustle to Grizz Gaming and Grind City Media, including the creation and updating of team logos, marks, court design, uniform system and all elements of each identity, working internally with ownership & management along with the NBA, Adidas, Nike and others
- Led efforts in company-wide retention of Season Ticket Holders; Responsible for the development and execution of the "True Fan" MVP platform, brand, and its programs, including a tenure-based rewards and incentives system
- Directed introductory logo and identity system for Memphis Hustle, NBA G-League affiliate
- Created alternate team uniform in conjunction with Adidas that debuted in 2009-10 season, plus creative direction of MLK-themed uniform in 2016-17 season
- Worked from creative brief through production with Nike to design all-new Icon, Associate, and Statement uniforms in 2018-19 season
- Designed 2018-19 City Edition uniform, while coordinating a promotional plan for release, in-game theming, and retail rollout
- Developed an improved in-arena fan experience in conjunction with FedExForum Arena Operations through the creation and implementation of new fan areas, VIP restaurants, and upscale lounges along with signage, maps, concession graphics, and more
- Led the branding of Memphis Grizzlies Foundation and Grizzlies Prep Academy

**Involvement:**

AIGA | Memphis, Board of Directors  
& Advisory Committee

Arts In The Park,  
Board of Directors

Memphis Advertising Federation,  
Board of Directors

Number: Inc, Independent Arts Journal,  
Board of Directors

Judge, Regional Addy Awards  
5th District, Lexington, Kentucky

Judge, Addy Awards  
Cape Girardeau, Missouri

Judge, Addy Awards  
Lafayette, Louisiana

**Publications:**

<https://uni-watch.com>

<https://www.sportslogos.net>

<https://theathletic.com>

<https://www.instagram.com/thetorus>

[https://twitter.com/trenches\\_](https://twitter.com/trenches_)

Showcase Illustration Annual

Communication Arts

Typography Workbook,  
Rockport Publishing

**Shows:**

Art Museum, University of Memphis  
Number: Retrospective, 2019

Delta State University  
Grizzlies Showcase, 2014

**Awards:**

Addy Awards  
Local, Regional, and National  
Best of Show Copy

Communigraphics, Judges Top 5

3-D Illustrators Show, Bronze Medal

**Education:**

Memphis State University  
Bachelor of Professional Studies, 1991

Advertising, Marketing  
& Graphic Design Emphasis

**Option-D Design****Founder & Principal - August 2003 to Present**

- Founder of design firm that specializes in the development of full brand identities, collateral, and experiences for clients in a range of industries

**Clients:** International Paper, National Civil Rights Museum, First Tennessee Financial, Beauty Shop Restaurant, Do Sushi, Bar DKDC, Automatic Slims Restaurant, Ray & Baudoin Interior Design, UrbanArt Commission, Number: magazine, The Jazz Foundation, Friends For Life, Cafe Keough

**Partners:** Hemline Marketing, Counterpart Communication, Design 500, Simple Focus, Central Group Digital, Oden Marketing, Chandler Ehrlich

**Conaway Brown****Associate Creative Director - June 1997 to August 2003**

- Led creative staff in development of advertising, marketing campaigns, and client rebranding projects at a fifty-person, integrated advertising agency

**Clients:** Memphis Grizzlies, Morgan Keegan, International Paper, Rendezvous Rib Shipping, Smith & Nephew, Memphis Cook Convention Center, Memphis Convention & Visitor's Bureau, The Peabody Hotel, Memphis Zoo, District Attorney's Office

**Good Advertising****Senior Art Director - April 1992 to June 1997**

- Promoted from Junior Art Director to Senior Art Director within four years

**Clients:** FedEx, MCI, Baptist Hospital, Memphis Zoo, Response Oncology