

ACE WALLACE

EXECUTIVE LEADER | CREATIVE & BUSINESS OPERATIONS | BRAND STRATEGY

CHICAGO • LOS ANGELES • ATLANTA

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EXECUTIVE PROFILE

Executive leader and Creative Director with 20+ years of experience directing business operations, national advertising production, brand strategy, and multidisciplinary creative teams. Record of securing \$500K in new contracts, driving 30% revenue growth, leading high-volume advertising operations, and delivering complex experiential and commercial projects. Combines corporate operational leadership with entrepreneurial execution, from strategy and team development through production and financial performance.

LEADERSHIP & FUNCTIONAL EXPERTISE

Executive & Team Leadership • Business Development • Creative Direction • Advertising Operations • Brand & Marketing Strategy • Revenue Growth • Process Improvement & SOPs • Experiential & Environmental Design • Vendor & Contract Management • Budgeting & Production • Digital & Print Advertising • Adobe Creative Suite • HTML5

PROFESSIONAL EXPERIENCE

CHIEF EXECUTIVE OFFICER | BC Chicago Carpenters *Chicago, IL | Aug 2024 – Aug 2026*

- Secured \$500K in new contracts within 18 months through business development, proposals, negotiation, and client relationship management across construction, property services, signage, and specialty fabrication.
- Drove 30% revenue growth by improving operational processes, CRM practices, sales visibility, and project execution.
- Secured and led a \$50K Chicago Blackhawks project, coordinating creative requirements, production planning, and installation.
- Directed company operations alongside the CFO and Senior Project Manager, overseeing 5–10 employees and subcontractors across simultaneous engagements.
- Led branded environments, custom structures, signage, and experiential installations from concept and estimating through fabrication and delivery.

CREATIVE DIRECTOR | The Formula Creative *Sept 2019 – Present*

- Directed creative and brand development for 200+ businesses across identity, websites, advertising, signage, environmental graphics, and experiential installations.
- Generated approximately \$600K in cumulative business revenue, with engagements up to \$25K and a 70%+ repeat-client rate.
- Directed projects for GOOD Music, ABC Imaging, Polo G, Tyree Washington, and The Source across digital, print, branding, and physical environments.
- Led a six-month transformation of a former retail space into VVS KING, a \$400K+ luxury jewelry development in Chicago's Gold Coast, overseeing brand identity, environmental design, sourcing, fabrication, and vendor coordination.
- Delivered 50+ signage and environmental design projects, directing three core team members and up to four subcontractors.

DIGITAL ADVERTISING MANAGER | Gannett Publishing / USA TODAY *Mar 2015 – Sept 2019*

- Established and led centralized advertising operations supporting a national network of 700+ news sites, with 12 direct-report managers, 10–20 contractors, and 5–10 external vendors.
- Oversaw production and trafficking of 1,000+ digital advertisements per day, implementing scalable SOPs, quality controls, staffing processes, and workflows.
- Managed vendor relationships and international production partners; developed HTML5 and rich media products supporting new advertising revenue opportunities.

- Created Ace Training and The Creative Brief, training 60+ employees and creative professionals while improving alignment among sales, creative, production, and quality control.

EARLIER LEADERSHIP EXPERIENCE

SR. MANAGING EDITOR | Windy City Word (NNPA) *Jun 2011 – Mar 2015*

- Led a six-person editorial, creative, sales, and production team for a publication reaching approximately 80K readers; increased advertising revenue 30% through digital offerings and sales modernization.
- Drove a 20% profit increase through sales restructuring, CRM adoption, incentives, and training; supported campaigns involving Home Depot, Walmart, Chevy, MillerCoors, and Nielsen.

ART DIRECTOR | Cold City Production *Jan 2009 – May 2011*

- Led a four-person creative team and rebrand contributing to 25% year-over-year sales growth; identified 6,000+ unused music productions and launched licensing that generated \$600K+ in revenue.
- Managed the Clear Channel Communications marketing relationship, including advertising, commercial creative, production schedules, and campaign execution.

GRAPHIC DESIGNER | Blast Marketing *Aug 2005 – Dec 2008*

- Co-supervised eight designers, produced creative for 150+ projects and 1,500+ advertisements, and managed 7–10 concurrent client accounts.

EDUCATION & PROFESSIONAL DEVELOPMENT

B.A., Visual Communications | Robert Morris University, 2006 • Technology Sales (SDR) Certificate | Course Careers, 2025