JOHN-MICHAEL T. POLLEY

Associate Creative Director | Creative Leadership · Brief-to-Pull-Through · Regulated-Industry Brands

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PROFILE

Creative leader with 10+ years building and running creative functions, from founding a commercial brokerage's first in-house agency to founding MuralPro™, an experiential design studio. Known for sharpening briefs, critiquing and elevating work made by others, and moving ideas through multi-stakeholder and compliance review to final delivery. Fluent in regulated-industry messaging (insurance), vendor and agency partnerships, and turning project learnings into repeatable standards and playbooks. Ready to grow into Creative Director scope.

CORE STRENGTHS

Creative leadership: Brief and insight sharpening · concept pressure-testing · constructive critique · brand stewardship across channels · case studies

Process & handoff: Scoping, roles and ownership definition · handoff packages · launch readiness · SOPs and reusable standards · capacity management

Regulated work: Compliant messaging and approvals in insurance · municipal, parks, and school-board review

Tools: Adobe Creative Suite · Keynote · Microsoft Office · Monday.com · Smartsheet · AI agents (Grok Bot, Cursor)

EXPERIENCE

O.N.E. CONSULTING LLC / MURALPRO™ — Indianapolis Metro
Nov 2019 – Present

Founder & CEO, Creative Direction

- **Embedded creative lead:** Directed external artists, designers, printers, and installers on 6,780+ sq ft of permanent work for Hotel Carmichael, Feinstein's, St. Peter's, and municipal parks.
- **Elevating others' ideas:** Took student-originated concepts for the Monon Civic Square (3,100 sq ft, 2021) and 116th Street (3,680 sq ft, 2023) tunnels through vectorization, scale-up, and production without losing the artist's voice.
- **Approvals:** Presented to and secured approvals from the City of Carmel, Carmel Clay Parks & Recreation, and art and school boards.
- **Standards & playbooks:** Codified improved SOPs between tunnel projects and the O.N.E. Artist Registry™ multi-artist model with shared prep and QC standards.
- **Recovery & AI workflows:** Led full removal and re-install after vendor damage; in Oct 2026 orchestrated AI agents to launch yourmuralpro.com and stage two brand sites in a two-day sprint.

SHEPHERD INSURANCE — Carmel, Indiana
Jul 2016 – Jun 2021

Director of Marketing & Communications (incl. Director of Media & PR), Jul 2016 – Sep 2019 · Commercial Insurance & Marketing Consultant, Sep 2019 – Jun 2021

- **Built the creative engine:** Pitched, founded, and led the firm's first in-house marketing agency; set executive-level marketing governance and hired 3 direct reports.
- **Brand pull-through:** Directed go-to-market and brand assimilation for 15+ acquisitions as the firm doubled revenue (2017–2019) and grew to 30+ locations.
- **Compliant campaigns:** Built Shep Cal, giving executives 6-month visibility into integrated campaigns, compliant messaging, and rollouts; ran 10+ vertical campaigns incl. Indianapolis 500.
- **Partner models:** Funded marketing with no allocated budget via procurement savings, trade deals, and carrier co-op dollars; centralized media, print, and vendor SLAs.
- **Delivery systems:** Built ShepStore ordering portal across 30+ offices ($250K+ recurring annual overhead reductions).

INDUSTRY LEADERSHIP & RECOGNITION

- **IMCA Board Member & Strategic Advisor (2019–2021):** Chaired an executive priority task force on strategy and digital capabilities; conceived and helped commercialize the industry's first insurance-marketer certification.
- **Recognition:** Featured in Jessup Manufacturing's TexWalk® case study; covered by Current (Carmel) and City of Carmel releases.
- **Prior ventures:** WAV LLC, Owner (2013–2016): brand executions across 40+ client sites. SERV LLC, Co-founder (2014–2016). ROM Media, Co-founder.

EDUCATION & CREDENTIALS

- Indiana University Bloomington — undergraduate coursework in Entrepreneurship, Journalism, Telecommunications, and Strategic Communications (2010–2013; no degree conferred)
- Commercial Lines Coverage Specialist (CLCS), The Hartford School of Insurance — personal designation