

# David Wingard

## Founder & Chief Creative Officer, Partner

Wingard Marketing + Communications | Jacksonville, FL

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Founder and Chief Creative Officer with 20+ years of experience building brands, leading creative teams, and driving strategic marketing initiatives for cultural institutions, hospitality brands, nonprofits, and community organizations. Known for blending strong visual design with thoughtful strategy to create work that shapes place, culture, and connection. Founder of a Jacksonville-based agency grown from a solo consultancy into a 22-person multidisciplinary firm.

### CORE EXPERTISE

- Brand Strategy & Identity Development
- Creative Direction & Visual Design
- Campaign & Messaging Strategy
- Agency Leadership & Team Development
- Client Strategy & Account Leadership
- Community & Cultural Branding
- Nonprofit & Public Sector Marketing
- Web & Digital Experience Strategy

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### PROFESSIONAL EXPERIENCE

#### Wingard Marketing + Communications

*Founder & Chief Creative Officer, Partner*

**2008 – Present | Jacksonville, FL**

Founded and leads a full-service marketing and communications firm providing branding, design, web development, public relations, and strategic marketing services.

- Oversees all branding, creative direction, and visual design across the agency
- Leads campaign strategy and positioning for key clients across cultural, nonprofit, hospitality, and civic sectors
- Grew the firm from a one-person operation into a 20-person multidisciplinary team
- Serves as senior creative and strategic advisor to clients, guiding brand evolution and long-term marketing initiatives

## **Selected Work & Impact**

- Led branding and creative design for the **Cummer Museum of Art & Gardens**
  - Developed brand identity and creative assets for the **Museum of Science & History (MOSH)**
  - Created branding for notable hospitality brands including **Black Sheep Restaurant** and **Intuition Ale Works**
  - Developed the identity for **Brooklyn Station on Riverside**, contributing to neighborhood revitalization efforts
  - Provides ongoing branding, campaign, and marketing support for the **Memorial Park Association**.
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## **COMMUNITY & CIVIC ENGAGEMENT**

- Actively involved in the revitalization and cultural development of Riverside and surrounding neighborhoods
  - Longstanding creative and strategic partner to local cultural institutions and nonprofits
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## **EDUCATION**

### **University of South Carolina**

**1992 – 1996 | Columbia, South Carolina**

Bachelor of Arts, Journalism, Mass Communications

### **The Episcopal School of Jacksonville**

**1986 – 1992 | Jacksonville, Florida**

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## **PERSONAL**

Jacksonville native. Resides in Riverside with his wife, Heather, and their two sons.