

WILLIAM HENRY

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SUMMARY

Creative Design Manager with a photojournalism background and 13+ years of experience leading visual projects in corporate and agency settings. Skilled in managing cross-functional teams, streamlining design workflows, and aligning creative output with business goals. Known for balancing creative vision with efficiency to deliver high-quality, on-brand work under tight deadlines.

WORK EXPERIENCE

Senior Specialist Labeling - Tyson Foods

Jan 2024 - Present

- Directed the coordination and implementation of 350+ New Product Developments (NPDs) and Fresh Meat Product Requests (FMPRs) for FY2024, influencing more than 6,500 product codes.
- Created and updated label templates using Adobe Creative Suite, promoting uniform branding and regulatory compliance across diverse product categories.
- Partnered effectively with cross-functional teams—including regulatory, sales, marketing, and systems—as well as external packaging vendors to manage product line revisions and deliver punctual, regulation-compliant label rollout.
- Served as the key liaison between creative and regulatory teams, confirming all packaging met brand criteria and industry standards.

Specialist Labeling - Tyson Foods

Apr 2023 - Jan 2024

- Orchestrated revisions to label graphics and packaging specifications, supervising workflows to guarantee smooth implementation and alignment with brand policies.
- Assisted in maintaining and refining product specifications and retail labeling for over 1,500 SKUs within the Case Ready Division, validating data accuracy.
- Oversaw the archival system for revised labels, bags, and boxes following graphic updates; ensuring well-organized and readily accessible records for ongoing creative and regulatory reference.

Digital Production Lead - Surge Consulting

Mar 2017 - Apr 2023

- Designed and developed graphic assets for gallery exhibits and community partnerships, upholding visual harmony and engaging storytelling consistent with brand values.
- Led photography initiatives and digital marketing campaigns for new product launches at The Spark Café and Walton's 5 & 10, while managing artifact procurement for the Walmart Heritage Archives.
- Supervised the production, curation, and dissemination of multimedia content—including oral histories, educational videos, and corporate narratives—to enhance brand messaging and employee engagement.

EDUCATION

Bachelor of Arts - Broadcast Journalism

Jan 2008 - Aug 2010

University of Arkansas

- Excellence in Journalism award winner (2009)

KEY SKILLS

- Adobe Creative Suite
- Adobe Certified Professional in Digital Video
- Office Suite software
- Data entry
- Organizational and time management skills
- Corporate communications
- Problem solving
- Attention to details

Creative portfolio available at williamhenry.info