

Aaron Cook Jr.

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Professional Summary

Creative Systems Thinker who orchestrates the intersection of creativity, systems, and strategy to convert complexity into clarity and enterprise-scale impact. Adept at architecting frameworks that institutionalize innovation, compress execution cycles, and fuse vision with measurable outcomes. Distinguished for shaping executive decisions, mobilizing cross-functional teams, elevating talent, and advancing high-stakes initiatives where leadership, transformation, and innovation converge.

Core Skills

- Innovation Leadership & Creative Strategy
- Enterprise Systems & Workflow Automation
- Process Optimization & Operational Efficiency
- Cross-Functional Team Leadership & Talent Development
- Strategic Communication & Executive Influence
- Data-Driven Decision Making & Business Strategy
- Digital Fluency & Technical Integration
- High-Stakes Project Execution & Change Management

Professional Experience

Eli Lilly & Company — Creative Systems & Innovation Lead — 2023-2026

Enterprise-level creative strategist and systems designer, driving multimillion-dollar campaigns, workflow automation, and global-scale innovation across Lilly Marketing Studios (LMS).

- Delivered Omvoh's first direct-to-consumer campaign, winning a \$28.5M budget over 10 national agencies (such as FCB) within 30 days; engineered strategy, creative, and pitch that elevated LMS to enterprise-level partner status.
- Engineered modular Adobe Extender + UI framework for 100+ global personnel; automated QC/compliance workflows, augmenting efficiency 70%, expediting approvals 60%, and institutionalized adoption enterprise-wide.
- Devised workload optimization system consolidating capacity trackers; amplified throughput 20%, compressed 7-day tactics to 3–4 days (~55% faster), and standardized cross-team operations via Lean Six Sigma rigor.
- Directed BRIX (Lilly's modular content initiative), GenStudio, Figma, and Adobe Express workflows; instituted 4+ protocols and 220+ AEM assets, driving 17% capacity, 64% faster turns, 65% fewer errors, and CEO commendation.
- Spearheaded 150+ design initiatives (Mounjaro, Verzenio, Jaypirca, Omvoh, Zepbound, Kisunla), catalyzing 63% higher HCP engagement, ROI escalation, and unified global brand alignment across print and digital channels.
- Positioned LMS as a trusted global strategic partner, displacing external agencies and saving Kisunla brand \$500K for 2026, while influencing affiliate workflows and enterprise decisions.
- Consulted VP of Global Mounjaro to map multi-channel HCP/consumer journeys and digital ecosystems, adopted as templates for all Lilly brands; clarified gaps, streamlined workflows, and supported global marketing alignment.

Professional Experience (continued)

Blue Create — Creative Director — 2020-2023

Directed creative strategy, campaign execution, and workflow innovation for national media brands and 30+ client accounts across diverse industries.

- Orchestrated Discovery+ and Food Network campaigns (Stella Rosa, CakeAlikes); devised community-driven content strategy that drove 180%+ average growth in client digital presence, establishing a repeatable framework adaptable across unique accounts.
- Directed 30+ cross-industry client campaigns and 5,000+ multi-platform assets; instituted scalable creative workflows that drove 15–25% monthly audience growth across tech, health, lifestyle, and entertainment sectors.
- Engineered social growth system enabling management of 20–30 client accounts simultaneously; standardized engagement cycles that generated 30 min–10+ hrs of organic growth per client monthly.
- Architected modular asset system and self-serve portal transforming 10 core assets into 100+ brand-consistent deliverables; integrated approvals, scheduling, and payments, cutting repetitive work 77% and institutionalizing scalable design across multi-account production.

Apple Inc — Business Expert — 2017-2019

Drove enterprise sales growth, customer experience innovation, and educational programming as part of Apple Business.

- Generated \$2M+ in annual sales by developing tailored enterprise technology and education solutions for national and international clients.
- Boosted store revenue 33% in six months by leading Apple Business Education program to 90% sign-up and 73% conversion—ranking among top regional performers.
- Redesigned in-store pickup hub to streamline customer flow, enabling faster transactions while increasing product ecosystem exposure and engagement.
- Conceived and facilitated Today at Apple workshops for business leaders and creatives; deepened product fluency, built loyalty, and converted inspiration into measurable sales.

Education

Butler University — Completed coursework in Marketing

Certifications & Professional Development

- Lean Six Sigma Green Belt — Kennesaw State University (2024)
- Executive Presence & Communication — Duke University (2025)
- Business Strategy — University of Virginia (2025)
- Prompt Engineering — Vanderbilt University (2025)
- Project Management — Google (2024)