

NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

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Experience

Creative Director - Marketing Firm/ Location

MONTH YEAR - Present

- Designed 50 websites for clients in multiple industries
- Supervised 20 graphic designers and delegated design projects
- Collaborated with the sales department to ensure marketing efforts resulted in at least 50% increased revenue per campaign
- Made connections at major news outlets like Huffington Post, Vogue, Rolling Stone, and People to use as advertising partners
- Increased art department staffing by 15% in three years

Director of Creative Services - Retail Store/ Location

MONTH YEAR – MONTH YEAR

- Spearheaded corporate initiatives to create social media profiles with daily activity
- Recorded engaging video content for commercial footage and online posts
- Oversaw 100 creative projects to further develop the company's branding
- Redesigned the website and boosted SEO across the board
- Managed 15 unique marketing campaigns across online and offline platforms

Project Experience

- Oversaw a team of five student interns every academic year at Marketing Firm
- Created a social media presence from scratch and built it up to a million followers for Retail Store
- Designed a logo and uniform branding for the local elementary school's basketball team

Education

Bachelor of Fine Arts in Visual Arts - City University

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

Master of Business Administration in Marketing - City University

May 2009

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Creating and implementing communications plans
- Marketing skills regarding ad campaigns
- Project management across the company
- Teamwork and leadership over various departments
- Visual communication

Licenses & Accreditations

Licenses Licenses & Accreditations

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