

CARLA JENSEN

Senior Art Director

@ johndoe@gmail.com

📍 Minneapolis, MN



SUMMARY

Creative and collaborative Senior Art Director with 8+ years of experience. National award winner, multidisciplinary portfolio across earned, social, advertising, digital and more. Strong voice in the creative community.

EXPERIENCE

Ongoing

Chicago, IL

Senior Art Director

XYZ Agency

Developed integrated campaigns for world-class brands resulting in 25% increase in brand awareness and 15% increase in sales.

- Conceptualized and executed integrated campaigns for national brands across multiple channels.
- Managed a team of designers and copywriters, ensuring projects were completed on time and within budget.
- Collaborated with account management teams to ensure client satisfaction and successful campaign execution.
- Developed new business pitches resulting in \$2M+ in revenue.
- Presented creative concepts to clients resulting in 95% approval rating.

Date period

New York, NY

ACD Art Director

ABC Agency

Led creative direction for national advertising campaigns resulting in 20% increase in website traffic and 10% increase in engagement.

- Developed creative concepts for national advertising campaigns across multiple channels.
- Managed a team of art directors, designers, and copywriters, ensuring projects were completed on time and within budget.
- Collaborated with account management teams to ensure client satisfaction and successful campaign execution.
- Presented creative concepts to clients resulting in 90% approval rating.
- Received national awards for creative excellence.

Date period

Los Angeles, CA

Art Director

123 Agency

Created social media campaigns resulting in 50% increase in engagement and 20% increase in followers.

- Conceptualized and executed social media campaigns across multiple platforms.
- Collaborated with account management teams to ensure client satisfaction and successful campaign execution.
- Managed a team of designers and copywriters, ensuring projects were completed on time and within budget.
- Presented creative concepts to clients resulting in 100% approval rating.
- Received local awards for creative excellence.

STRENGTHS



Creative Leadership

Led team of designers to create award-winning campaigns for national brands, resulting in increased brand recognition and revenue.



Collaboration

Worked closely with cross-functional teams, including strategists, producers, and account managers to develop and execute successful campaigns.