

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.