

Jessica Claire

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LINKS

- mediapulsecreative.com

PROFESSIONAL SUMMARY

If there's one thing I've learned in the years of leading large creative groups and championing cross-department synergy, it's that great work comes from great collaboration. As a multi-talented Group Creative Director in digital and traditional global advertising campaigns, I have proven success in creative and strategic leadership, operational excellence, organizational development and driving company growth . With a keen understanding of the ever-evolving elements in marketing and business and a willingness to roll-up my sleeves to get the job done, I lead and direct teams of writers, designers, social media and broadcast video to accomplish global marketing challenges. I believe in guiding teams through excellent communication, insightful problem solving and detail-oriented execution to deliver award-winning work that sells.

WORK HISTORY

DIGITAL CREATIVE DIRECTOR - FREELANCE 04/2019 to CURRENT

Truth And Advertising | City, STATE

- Strategized, architected, directed and created Samsung Ascend global employee and partnership education and training online platform
- Responsible for campaign strategy, digital creative direction , script writing, social media strategy, video editing, motion graphics and art direction
- Lead and developed new business pitches & business strategy
- Developed and streamlined studio operations and provided business operations consulting
- Drove operational improvements resulting in savings and improved profit margins
- Increased year-over-year sales of Howard's by 20%
- Clients: Samsung, Howard's, OCTA, Daewoo

CREATIVE DIRECTOR – FREELANCE 01/2019 to 03/2020

More Yellow | City, STATE

- Lead and developed Social Video Content and Design while directing production staff, producers, motion graphics designers, video editors and video directors
- Strategized and executed innovative Influencer-based campaigns, social content and designs for Ubisoft Games while managing aggressive deadlines
- Lead creative direction, web design strategy, UX design, copywriting, scriptwriting, art direction and video directing of integrated influencer and digital campaigns in the gaming and entertainment industry for Ubisoft and More Yellow business ventures
- Monitored social media and online sources for industry trends
- Drove operational improvements which resulted in savings and improved profit margins
- Led creative team in delivery of influencer social campaigns, resulting in over 4 million video views in 2 weeks

GLOBAL EXECUTIVE/GROUP CREATIVE DIRECTOR 03/2005 to 12/2018

Fuse Interactive | City, STATE

- Global Creative Lead for Kawasaki Global account providing strategic leadership, creative direction, marketing mix strategy, and execution of global campaigns
- Architected and designed main Kawasaki global websites and business tools
- Developed high-impact creative projects from concept to completion, including, websites, broadcast tv, online video, social media, print ads, brochures, sales collateral and promotional content for global launch campaigns
- Key role in taking company from project-to-project local interactive agency to global full-service agency of record
- Experience presenting to C-level global executives to develop marketing plans and prioritized strategic goals
- Supervised all creative staff including, art, copy, front-end web design, social media and production staff to develop award-winning designs for Kawasaki, Disney and Verizon projects
- Recruited, hired and trained top candidates with eye for talent and performance
- Managed campaigns with specific focuses towards ROI in order to meet both client and customer needs while executing best-in-class creative
- Established procedures and quality standards for multiple departments to maximize agency profits
- Planned art and design requirements for freelance artists, external vendors and internal teams
- Negotiated vendor contracts and services to ensure budget requirements were met
- Provided direction and detailed scout planning for photo and video shoots. Established format and process for shotlists and shooting boards
- Oversaw, guided and coached department of 21 staff members
- Collaborated with outside agencies to manage project progress and lead coordinated creative direction
- Demonstrated advanced knowledge of integrated launch campaign strategy, social strategy and creative direction
- Developed strategic communication and marketing plans
- Orchestrated photo sessions by choosing photographers, stylists and cosmetic artists
- Evaluated and approved image retouch work, mechanicals and art proofs to ensure quality
- Oversaw full teams of writers, artists, designers and social strategists
- Managed front-end design development against technological considerations to meet defined client and project goals
- Collaborated with production on marketing deliverables creation to meet overall project goals on time
- Researched industry trends and evaluated competitive products
- Improved studio quality standards and production output by effectively using agile project management and strict QA standards for every project
- Directed video and photoshoots in addition to storyboards, 3D models, animation and visual effects to meet goals
- Defined and created global branding standards of main accounts
- Fostered a positive and highly communicative, collaborative team culture

SKILLS

- Marketing expertise
- Global integrated advertising campaign strategy
- Strategic leadership
- Communications strategies
- Campaign development
- Creative Direction
- Expert knowledge of creative process and production
- Ability to manage multiple projects and strongly execute against them under tight deadlines
- Ability to translate complex data sets and research into actionable insights and campaigns
- Comprehensive social media strategy and management
- Promotion tactics implementation
- Social influencer strategy
- Creative team leadership
- Complex problem solver
- Art Direction
- Copywriting
- Department development
- Adobe Creative Suite, Sketch, Spreadfast, Microsoft Office
- Web Design
- Website architecture
- User experience design
- User interface design
- Video editing and motion graphics proficiency
- Corporate identity branding
- Budgeting
- Operations management

EDUCATION

Bachelor of Arts | Graphic Design, Advertising 1997 California State University - Fullerton, Fullerton, CA

ACCOMPLISHMENTS

- Over 40 industry awards in advertising and web design
- Increased billings on average 10-20% year over year for last 8 years
- Increased client's social media audience by 1200% over 5 years
- Consistently provided positive metric accomplishments for marketing efforts
- Garnered global agency of record status
- Helped company grow from 17 employees to 80
- Delivered over 4 million organic video views to influencer content in less than a month
- Partial client list: Airheads, Activision, Boost Mobile, Buffalo's Café, California Pizza Kitchen, Columbia/ TriStar, Disney, Dreamworks, Fandom, Fatburger, Fender, Fox, HP, Hyundai, Kawasaki Global, Monster Energy, MTV, Nissan, Oakley, Quiksilver, Ruby's Diner, Samsung, Sony, Star Trac, Taco Bell, Thales, Ubisoft, Universal Pictures, Vans, Verizon.

AFFILIATIONS

American Advertising Federation 2000-Present