

Garrison Hessel

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EXPERIENCE

CREATIVE CONSULTANT WEB / STAGER

New York, NY

03/2016 – present

- Improve daily and digital workflows in the content creation process
- Quality Management and check of all relevant elements before go-live
- Staging creative content via Content-Management-System
- Organizing, monitoring, and checking ongoing web design-campaigns throughout the Creative Department
- Coordination of all creative content and preparation for go-live
- Drive internal and external projects and campaigns
- Close collaboration and communication with Creative team leader and the Creative Director and cross functional Stakeholders

GRAPHIC DESIGN CREATIVE CONSULTANT

Boston, MA

11/2009 – 10/2015

- Assist and work with external vendors and consultants to produce marketing material, including providing guidance on brand and compliance issues
- Provide consulting and creative assistance on other responsibilities and projects as determined by manager
- Identify and manage relationships with external vendors to assist in the production of client creative in an efficient and cost-effective fashion
- Collaborate with Marketing team members and other groups within RBC to assist in the development of client creative
- Support adoption and development of RBC WM brand design standards
- Multi-task numerous projects while executing superior time management to ensure priorities and deadlines are met
- Provide excellent level of service to entrepreneurial clientele with very high expectations and tight deadlines

CREATIVE CONSULTANT

Los Angeles, CA

02/2004 – 06/2009

- Work closely with our research team and suggest alternate ideas e.g. to make presentations more interesting or workshops more impactful and engaging
- Create and edit videos to help effectively communicate the messages contained in pitches/proposals and in reports/workshops
- Organizing, monitoring, and checking ongoing campaigns throughout the Creative Department
- Curious about the world around them and eager to learn more about the clients and categories we work on
- Other duties and responsibilities as assigned
- Leading the Managing Editor/Stager
- Close collaboration and communication with Creative teamleads and the Creative Director

EDUCATION

UNIVERSITY OF TENNESSEE

Bachelor's Degree in Graphic Design

SKILLS

- Self-motivated 9.High attention to detail and the ability to deliver work at the highest quality
- English, Professional working proficiency
- Strong visual, verbal and written communication skills
- German, Elementary proficiency
- Conceptual: offering, service and product, USP, quality
- Independent worker with initiative and the ability to work with minimal supervision
- Good in spoken and written English
- Strong computer skills in the software packages
- Microsoft Office Tools 8. Necessary character traits for success in this role
- Microsoft Word