

MARIA JONES

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Portfolio: www.somedomain.com

ART DIRECTOR

Award-winning art director whose background includes acclaimed work on global campaigns for leading F500 brands. Deliver out-of-the-box concepts, dynamic visuals and innovative strategies for online and print delivery. Drive leading market share, record-setting response rates and customer base expansion.

Art Leadership Skills

Creative Team Management
Print/Web/Interactive Design
Cross-Channel Marketing

Messaging & Branding Consistency
Copywriting & Storyboarding
Sell Sheets & Advertorials

Packaging & POS Design
Visual Communications
Brand Creation & Reinvention

Awards

XYZ Award:

Best Interactive Campaign, 2016
Brand: ABC Brand

XYZ Award:

Best Online Promotion, 2015
Brand: DEF Brand

ZYX Award:

2nd Place, Best POS Display, 2012
Brand: GHI Brand

Experience

XYZ AGENCY, Sometown, New York

Art Director, 2014 to Present

Graphics Designer, 2012 to 2014

- ♦ Manage budgets, creative deliverables and in-house and freelance teams to lead all phases of nationwide and international campaigns. Representative clients include Johnson & Johnson, Procter & Gamble, Mattel, Kellogg's, 3M, State Farm and Dow Chemical.
- ♦ Lead teams in the development, design and production of sales-driving, brand-extending and cross-channel campaigns including print ads, television ads, product launches, brochures, advertorials, Web sites, banner ads, billboards, iPhone campaigns, logos and product packaging.
- ♦ Art-directed multimedia campaigns and collateral that captured prestigious national awards, rave client reviews and strong business results, including:
 - ✦ Product launches exceeding sales goals by up to 150% (\$14.5M growth).
 - ✦ Rebranding initiatives elevating client from #5 to #2 market share nationwide.
 - ✦ Site redesigns propelling traffic and e-commerce sales increases of up to 18% and 25%, respectively.
 - ✦ Direct-mail and opt-in campaigns securing response rates of up to 15%.

Freelance Designer, 2010 to 2012

- ♦ Launched and grew graphic design company, amassing a list of clients that included major ad agencies, stock clip-art sites and companies of all sizes. Freelance portfolio available here: www.somedomain2.com.

Education

ABC UNIVERISTY, Sometown, Rhode Island ♦ **BA in Graphic Design**

Computer Programs

Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, InDesign, Experience Design, Premiere Pro, After Effects, Animate, Dreamweaver, Fuse, Adobe Muse, Acrobat Pro DC); ActionScript; Final Cut Pro X; Compressor; HTML/CSS; QuarkXPress; Mac OS X