

CONTACT

678-620-7471
cherylwerner@me.com

ABOUT ME

I am deeply committed to harnessing my creative abilities and strategic planning in a profession where I can have a meaningful impact. I have a strong penchant for troubleshooting and finding new and innovative ways to tell a story. Together with an expertise in visual design and project management, I aspire to merge my skills and passions into a role that not only challenges me but also allows me to contribute to projects that resonate with audiences on a profound level.

SKILLS

PHOTOSHOP	●●●●●●●●●●
ILLUSTRATOR	●●●●●●●●●●
INDESIGN	●●●●●●●●●●
OFFICE	●●●●●●●●●●
PROPRESENTER	●●●●●●●●●●
KEYNOTE	●●●●●●●●●●
WORDPRESS	●●●●●●●●●●
FIGMA	●●●●●●●●●●
CANVA	●●●●●●●●●●
MONDAY.COM	●●●●●●●●●●

EXPERTISE

- Visual Design & Aesthetic
- Leadership & Team Management
- Creative Conceptualization
- Technical Proficiency
- Client Interaction & Communication

AWARDS

2023
Publication Redesign Award
Evangelical Press Association
Third Place - 2023 Southern Spirit

REFERENCE

Senior Director
Lt. Colonel Art Penhale
Phone : 214-956-6001
Email : art.penhale@uss.salvationarmy.org

Co-Worker
Jan McMahon
Phone : 727-519-5728
Email : mcmahon78@mac.com

CHERYL
WERNER

ART DIRECTOR & PROJECT MANAGER

EXPERIENCE

- 2019 - Present
- Art Director**
The Salvation Army Southern Territory
- Serves as a senior level graphics and technical design resource and strategist by leading and supporting the Visual Arts needs of The Salvation Army Southern Territory.
 - Responsible for creative techniques, artwork design and layout. This includes managing incoming projects, budget and equipment and schedules while also providing a long-term vision and direction for the graphics and photography department while monitoring expenses and in-house cost savings.
 - Plans, develops, implements, and evaluates Visual Arts processes and best practices in order to ensure effective and efficient operations supporting all Salvation Army commands and departments.
 - Collaborating with department heads and leadership to assess proposed artwork concepts. Responsibilities include interpreting and reviewing designs while upholding branding standards and marketing trends, making professional suggestions, advising clients on costs and production time, and ensuring project confidentiality.
 - Setting creative vision and managing art direction for community and internal events involving promotional and day of materials including printed and digital signage, media creation and support and overseeing all other creative elements.
 - Manages the Enterprise License with Canva and our digital asset management system, including asset creation and account management.
- 2011 - 2019
- Multimedia Art & Design Specialist**
The Salvation Army Florida Division
- Worked closely with clients to translate their ideas into a clear and captivating design vision, establishing a strong rapport and fostering open communication to ensure their expectations were exceeded.
 - Orchestrated and oversaw end-to-end execution of graphic design projects, ensuring seamless project flow from initial concept to final completion.
 - Navigated the dynamic creative process, adapting to evolving client preferences and needs while delivering innovative design solutions that resonated with the target audience.
 - Overseas strategic resource allocation and optimized workflow processes to enhance team productivity and overall departmental performance.
 - Acted as a mentor and problem solver, fostering a collaborative and results-oriented environment where creative talent flourished, enabling the department to consistently produce top-tier design work.

- 2007 - 2011
- Graphic Design Specialist**
The Salvation Army Florida Division
- Design and print production of various graphic design projects including marketing and development for non-profit, camp and youth ministry and event thematic design.
 - Created programs, flyers, magazine layouts, logos, cd/dvd packaging and t-shirt designs.

EDUCATION

2007
Bachelor of Arts in Information Technology
Florida State University