

# Colleen Sisson | *Creative Marketing Designer*

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## Areas of Expertise

### Creative & Visual Design

Email Design · Branding & Identity · UX/UI  
Layouts · Visual Systems · Campaign Assets

### Marketing Strategy & Execution

Lifecycle Campaigns · Content Planning · Promo  
Strategy · Cross-Channel Messaging · Copywriting

### Ecommerce & Ops

WooCommerce · ShipStation · Product  
Strategy · Order Flows · Customer Experience

### Tools & Platforms

Klaviyo · Canva · Inkscape · GIMP · HTML/CSS

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## Experience

### Assistant Director of Marketing

*HiDow International* | Jan 2023 – present | Remote, US

- Lead full-cycle email marketing in Klaviyo—strategy, design, copy, segmentation, automation, performance
- Build and launch integrated campaigns across email, web, and digital for promos, product launches, and seasonal pushes
- Develop creative and compliant content for FDA-approved Class II medical devices
- Design branded assets for digital, print, and packaging—clean, modern, on-brand
- Optimize WooCommerce site UX, layout, and content through iterative design
- Align messaging with sales, product, and support to connect with diverse audiences
- Produce and edit branded photo/video content for web, email, and packaging
- Collaborate with affiliates and ambassadors to grow reach and build trust
- Manage end-to-end order processing and logistics via ShipStation
- Restructured role to cut low-value tasks and increase marketing impact

### Creative Consultant

*Freelance* | Sep 2020 – Dec 2022 | Remote, US

- Developed tailored brand and marketing strategies for wellness and music clients
- Designed logos, brand systems, and websites (Wix, Bandzoogle) to establish strong visual identities
- Rebuilt and optimized websites to improve UX and align with business goals
- Wrote blogs, newsletters, and product / services copy to elevate brand voice and engagement
- Partnered with stakeholders to align brand strategy with trends and customer needs

## **Marketing Specialist**

*Health & Performance Center | Jun 2017 – Aug 2020 | St. Louis, MO*

- Led rebrand that boosted time-on-site by 37% and visibility across channels
- Designed 200+ assets across digital, print, and environmental formats
- Managed patient-facing operations, improving satisfaction and retention
- Supported cross-functional campaigns and promotions

## **Nutrition Program Designer**

*Health & Performance Center | Jan 2020 – Aug 2020 | St. Louis, MO*

- Designed and launched new integrative nutrition services within a chiropractic + CrossFit practice
  - Built and led pre-care services in partnership with clinical, marketing, and education teams
  - Provided evidence-based counseling to 36+ patients; tracked outcomes and reported KPIs
  - Created branded content and service experiences using health communication, service design, and social marketing
  - Developed a project management framework to improve clarity, collaboration, and delivery
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## **Education**

### **Master of Science in Nutrition & Human Performance**

*Logan University—Chesterfield, MO*

- **Concentration:** Health Education & Promotion
- Completed 180-hour internship integrating nutrition into chiropractic care with 36+ personalized treatment plans

### **Bachelor of Liberal Studies (BLS)**

*University of Missouri-St. Louis—St. Louis, MO*

- **Minors:** Psychology & Communication