

# Tammy Morse

Exeter, NH - Email me on Indeed: [indeed.com/r/Tammy-Morse/6975ed9bfad595cb](https://www.indeed.com/r/Tammy-Morse/6975ed9bfad595cb)

Authorized to work in the US for any employer

## WORK EXPERIENCE

### **Creative Director**

Morse Creative Services - Exeter, NH - 2011 to Present

Creative Director, Art Director, Copywriter, Designer, and Strategist.

Broadcast, Print, Outdoor, Digital, Social Media, B2B, B2C

Updated and refined strategy and visual designs, planned and promoted bi-monthly events; and created brand guidelines for multi-million dollar garden center—generating 25–75% increase in event attendance, social media interactions, and net sales over previous year. Generated content and contracted with Massachusetts based agency to generate content and develop UX based websites.

Clients: Churchill's Garden Center, The Simon Group - Quest Diagnostics, Nevins Library, Corporate Benefit Audits (CBA), Littlefield Tennis, Seacoast Power Yoga, Tracey Miller - Food and Health Forums, Diana Kirkpatrick Fine Arts

### **Art Director, Senior Designer**

Creative Co-op LLC - Exeter, NH - February 2015 to September 2015

Collaborated, directed, and successfully implemented fully-integrated campaigns for the financial, heating/energy and non-profit sectors.

Clients: Pepco, Optima Bank & Trust, Merrimack Valley Savings Bank, MillRiver Wealth Management, Claremont Savings Bank, Community Bridges

### **Creative Director, Art Director, Copywriter, Designer and Account Executive**

Sean Tracey Associates - Portsmouth, NH - 2012 to 2014

STA's business model offered creatives an opportunity to perform varied agency roles with each client.

- Successfully assessed market positions, coordinated and led focus groups, created/managed budgets, deadlines, meetings and client communications
- Identified knowledge gaps, conducted appropriate research, and analyzed feedback
- Engaged external marketing teams and thought leaders to create accurate messaging
- Wrote copy and PR, performed on-camera interviews, auditioned and culled talent
- Consistently challenged self and team to deliver leading-edge creative.
- Collaborated effectively with production coordinators and vendors for on-time, efficient, and best quality products.
- Directed and produced award-winning digital/web advertising, print, POP, radio, and TV

Clients: Bigelow Tea, Author Dan Brown and Blythe Brown, Androscoggin Valley Hospital, Wentworth-Douglass Health System, Collaborations with Massachusetts General Hospital, Woodsville Guaranty Savings Bank, Members First Credit Union, Sugar Hill Retirement Community, Episcopal Church of NH, DeadRiver Company

### **Creative Director, Copywriter, & Designer**

Eisenberg, Vital & Ryze - Manchester, NH - 2007 to 2011

A lead strategist and designer for the 2009-2010 New Hampshire Liquor Commission Anniversary Campaign that directly contributed to record net profits—an increase of more than 10% over the previous fiscal year, exceeding national growth trends in the industry, and translating into over \$1 billion in net profits over the next eight years for New Hampshire taxpayers.

Clients: Dartmouth Hitchcock, Children's Hospital at Dartmouth (CHaD), Collaborations with Catholic Medical Center and The Elliot, New Hampshire Liquor Commission, Bellwether Community Credit Union, New Hampshire Association of Realtors, New Hampshire Virtual Law/Craig, Deachman & Amann, PLLC, Black Investment /Wells Fargo, Yankee Equipment

### **Art Director, Senior Designer**

The Momentum Group - East Longmeadow, MA - April 1999 to November 2002

Developed branding, advertising strategy, and award-winning concepts and visuals for hospital systems, physician-owned groups, healthcare initiatives, and high-tech manufacturers. Successfully completed multi-phase projects, interpreted complex health-related information, and delivered robust design concepts that raised awareness of—and referrals to—nationally recognized, local healthcare opportunities.

Clients: Mercy Medical Center, Weldon Rehabilitation Center, Providence Behavioral Health, RiverBend Medical Group, Hollingsworth & Vose, CASTion Corporation, Marox Corporation, Litron, Curtis Universal Joint

### **Sr. Designer - Product Development, Package Design**

Janlynn Corporation - Indian Orchard, MA - January 1996 to March 1999

Consistently secured prime display real-estate for several hundred Janlynn SKUs in Michaels, Hobby Lobby, Walmart and Jo-Ann Stores by concepting and designing innovative packages, trade materials, and sales support. Designed multi-language packaging within brand standards for original Janlynn designs and licenses that included: Disney, Sesame Street, Cherished Teddies, and Precious Moments

### **Designer, Radio & Television Director, Digital Editor**

Paulson & Michaels Advertising - Springfield, MA - October 1993 to January 1996

Designed and produced campaigns that supported ongoing marketing and merchandising programs for local retailers and service clients. Maximized agency efficiency and profit by transitioning and training staff for in-house digital recording and editing rather than renting expensive off-site analog studios and inline editors.

Clients: Balise Motor Sales, Manny's TV & Appliances, Ace Hardware, Kavanaugh Furniture, Channel 40 News, Yale Genton Mens Clothing

## **EDUCATION**

### **MFA in progress in English & Writing**

Southern New Hampshire University - Manchester, NH  
2014 to 2017

### **BA in English & Creative Writing**

Southern New Hampshire University - Manchester, NH  
2012 to 2014

## SKILLS

Creative Strategy, Creative Direction, Broadcast, Copywriting, Graphic Design, Account Management, Team management, Budget management, Brand Development, Art Direction, Corporate Identity, Social Media, Integrated Marketing, Online Advertising, Adobe Creative Suite, Mac and Windows proficient. (10+ years)

## LINKS

<http://tammymorse.com>

<https://www.linkedin.com/in/morsecreative>

## AWARDS

### **Several Industry Kudos**

Davey, Telly, Hermes, Lamp Lighters, and more.