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JEANNIE CHRISTIAN

CREATIVE DIRECTOR | ART DIRECTOR | GRAPHIC DESIGNER

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EXPERTISE

Leadership
Team Collaboration
Art Direction
Concepting
Branding
Strategic Planning
Digital Marketing
Presentation
Omni Channel Campaign
Client Relationship
Web Design
Catalogs
Direct Mail
Email/CRM
POP/POS
Signage
Project Management
B2B & B2C Marketing
Social Media
Packaging Design
Environmental Design
Trade Shows
Photography
Color-Retouching
Video Storyboarding
Social Animation
Production
Web & Social Videos

Career Profile

Creative problem solver with a passion for developing and executing marketing strategies and brand awareness. Work with top leadership, including President of company, to deliver strong strategic and creative concepts with exceptional satisfaction. Excellent collaborator, communicator, multi-tasker and creative thinker. Experience combines over 20 years of expertise in marketing, art direction and graphic design.

EXPERIENCE

HCK2

Associate Creative Director | 2021 - Present

Creative lead for all marketing and creative projects for B2B and B2C clients. Develop and implement creative strategies to achieve marketing solutions and client vision. Successful track record of understanding the client's needs and exceeding goals and expectations.

- Direct multi-channel campaigns through digital and print, including website, social media, email, digital media, ads, collateral, sales material, kits, give aways, booth design and video
- Produce unique marketing solutions for key accounts to increase brand image, client sales and customer count
- Develop corporate websites from end-to-end with responsive frameworks, user experience optimization, lead generation features, branding consistency and streamline designs
- Organize and manage the workflow of creative projects to ensure day-to-day work is executed and strategic high-impact work is developed
- Manage designers and multiple freelancers for creative projects and web development

Clients: 7-Eleven, Big Brothers Big Sisters, ABB, Continental Electronics, J.W. Logistics, Powerhouse, PPG Tax, RPD Energy, St. Phillips, Patriot Claims, Dallas Marathon, TexTrail, Jonathan's Place, Forth Worth Symphony Orchestra

Freelance Senior Art Director/Graphic Designer | 2017 - Present

Establish branding and designs for numerous clients.

- Lead corporate re-branding and omni channel campaigns
- Create new design standards and templates
- Produce fast pace designs to client projects for print, social, web and video
- Art Direct photoshoots and videos, create shotlists and concept storyboards

ACHIEVEMENTS

Won over 25 awards

Hermes Creative Awards

MarCom Awards

The Communicator Awards

Zephyr Awards

SIAA

SKILLS

Adobe Indesign



Adobe Photoshop



Adobe Illustrator



Adobe XD



Wordpress



Campaign Monitor/Hubspot



EDUCATION

University of North Texas

BFA Degree | 2000

Major: Communication Design
(Graphic Design)**Minor:** Radio, Television
and Film

EXPERIENCE CONT.

NTL Brands, Ltd. /New ThermoServ, Ltd. | 2018 - 2020 | Two positions**Art Director** | 2019 - 2020

Manage a team of designers and freelancers for ten in-house company product brands. Work to motivate and support the creative and marketing team, resulting in excellent workflow and productivity. Recognized for creative talent and managing skills, promoted after eleven months from a Graphic Designer to Art Director.

- Develop corporate brand identity and four acquired product brands
- Collaborate with Marketing to create and write innovative campaigns and brand strategies to effectively reach our target audience
- Lead brand catalogs, direct mail, trade shows, photography, emails, POP, POS, video, web, product design, print advertising, packaging, marketing/sales/company materials and corporate events
- Schedule workflow, delegate projects to designers, set priorities, route approval comps, meet deadlines, present to Marketing and Executives, work with vendors (print, trade show, packaging, video and web) and shipping
- Serve as Art Director, photographer, stylist, image manipulator and color retoucher on tabletop product, food and drink photography
- Art Direct videos to highlight company and products for trade shows

Brands: NTL Brands, ThermoServ, Thirsty, Versaware, ThermoServ Kids, TS Essentials, ProLon, Gessner, Capitol Cups, Blazun and Mr Dudley

Brown+Partners/Brand Agent | 2005 - 2017 | Multiple positions**Assoc. Creative Director** | 2014 - 2017

Creative lead managed a team of art directors and freelancers on a multi-million dollar account. Received five promotions through my professional accomplishments starting as a Junior Graphic Designer. Primary focus on Signet Jewelers but also worked on variety of Brand Agent clients.

- Concept, art direct and design successful seasonal branding collections and social campaigns
- Collaborate in creating the new Zales branding
- Creative lead for Gordon's Jewelers produced catalogs, direct mail, signage, collateral material and art directed photoshoots
- Creative lead for Advocare produced publications, environmental signage, promotional and collateral materials
- Present innovative concepts and visionary designs to clients
- Art Direct photography shoots for lifestyle and product environments
- Review work of all team members to ensure accuracy and quality
- Coordinated outside services
- Excel in collaboration and organization of projects with extreme deadlines
- Produce catalogs, direct mail, signage, packaging, social and web materials

Clients: Zales, Zales Outlet, Gordon's Jewelers, Piercing Pagoda, Peoples Jewellers, Mappins, Advocare, Frito Lay, PepsiCo, Macadamia, NeoLife, AAC