

Summary

I am a highly motivated, creative, visual design expert who delivers measurable results using problem-solving, conceptualization, communication and accuracy. *I produce work that matters.*

Experience

Marketing Designer

Steinman Communications, Lancaster, PA September 2016 - Present
Conceptualization and implementation of high-level creative design solutions that meet marketing strategies from concept to completion and ensure brand consistency across Steinman Communications, LNP Media, LNP, LancasterOnline, Lancaster Farming, Fly After 5, La Voz, Delmarva Broadcasting Company and other brands. Establish conceptual themes and style direction for multi-channel marketing, advertising, print and online media.

Freelance Creative Designer and Photographer

Quarryville, PA 1993 - Present
Creative design services, art direction and photographic services

Senior Designer / Design Manager / Web Designer

Branch Banking & Trust (BB&T), Winston-Salem, NC
Susquehanna Bancshares, Inc., Lititz, PA August 2005 - October 2015

Project Highlight: Dog Days of Summer Charitable Campaign – 10% lift in personal checking accounts. 35% increase in social media interactions. Campaign was successfully created and produced by the in-house marketing/design team.

- Lead teams in the development, design and production of sales-driving, brand-extending and cross-channel campaigns
- Successfully managed in-house and freelance teams, budgets and creative deliverables
- Mentored junior team members by expanding their scope of responsibilities and skill set
- Extensive experience managing diverse projects in deadline driven environments
- Facilitated meetings to brainstorm and explore project opportunities
- Presented creative concepts and project reviews for senior executive management
- Collaborated with cross-functional teams to produce solutions that met business goals
- Creative direction and implementation of consistent branded promotional print materials, direct marketing campaigns, exhibit design and in-store displays
- Strategized digital solutions for online and email campaigns
- Created responsive landing pages and emails for online campaigns
- Art directed and collaborated with photographers to create compelling branded visuals
- Helped acquire new customers and increase revenue

Marketing Communications Specialist

Robert Bosch Corporation, Bosch Security Systems Division, Lancaster, PA
Philips Electronics N.V., Communication, Security and Imaging Division, Lancaster, PA March 1999 - August 2005
Designed print and online media – from brand identity, exhibit design and advertising to content design and digital experience. Collaborated with international team members to drive on-brand strategies for marketing campaigns; specializing in security, manufacturing and B2B. Provided art direction for photo shoots.

Graphic Designer

Armstrong World Industries, Inc., Lancaster, PA April 1997 - March 1999
Designed print media – from brand identity to catalog design. Collaborated with corporate team members to drive on-brand strategies for marketing campaigns; specializing in building materials, consumer goods and B2B.

Graphic Designer

Dave Loose Design, Inc., Lititz, PA April 1994 - March 1997
Established relationships with international agency clients and staff to ideate and design marketing and advertising materials. Successfully positioned new and existing products to appropriate B2B and B2C markets. Initiated agency launch in web design and online media.

Skills

Creative Team Management
Project Management
Brand Identity Development
Visual Design
Conceptual Design
Packaging and POS Design
Photography
UX and UI Design
Responsive Design
HTML and CSS
Email Marketing
SEO and Analytics

Tools

Adobe Creative Suite
Adobe Lightroom
Extensis Portfolio
Microsoft Office
Mac and Windows OS

Education

Professional Degree,
Communication Arts;
Pennsylvania School of Art
and Design, Lancaster, PA
Maryland Institute College of
Art, Baltimore, MD

Professional Development

HOW Design Live
HOW Design In-House
Management Conference
Lynda.com

Awards

GD USA, American Inhouse
Design Award
RIS Diamond Award
Ad-Q Award for
Outstanding Advertising
Armstrong World Industries
Managers Award

Portfolio

acalbright.com/creative