

Jenifer Kresge

CREATIVE DIRECTOR
BRAND STRATEGIST

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EXPERIENCE

Senior Art Director (Contract)

Plan B Advertising // 2021-Present

Contribute to the strategic thinking and problem solving for clients on a project to project basis. Execute advertising, social media, video, and web deliverables for Plan B on a contract, as-needed basis. Clients include, Culligan Water, UNILOCK, Diurex, Mather, and S&C Electric.

- Design mobile-first digital experiences, including websites, landing pages, emails, e-newsletters, micro-sites, and digital display ads.
- Design more traditional media including, print ads, brochures, booklets, fliers, and more.
- Execute video projects across stages (storyboards, animatics, editing, etc.).
- Collaborate with art directors and account managers in the production of creative materials.

Creative Director / Marketing Director

The Y (YMCA) // 2019-2021

Lead all aspects of YMCA visual brand for marketing, advertising, website, digital/social media content, collateral, video/photo, and media relations support across eight locations. Serve as liaison for vendors including digital, video, print, PR, advertising, presentations, and client pitches. Produce, shoot, edit, and art direct video storytelling efforts; support media and public relations efforts including events and other outreach. Lead membership and fundraising efforts. Write all copy for both corporate communications and marketing.

- Provided creative direction across brand in alignment with Y-USA vision and culture.
- Recruited, trained, mentored all members of creative team, including in-house, and external positions.
- Continuously audited work, and campaign performance to identify areas of improvement, success, and growth.
- Foster positive community partnerships to execute on prospective, and customer facing projects.
- Work with executive leadership to establish successful fundraising campaigns.
- Set and uphold brand standards, across organization and with external vendors.
- Established COVID-19 response campaign increasing social engagement over 50%, and saving over \$20,000 in potential loss.

Director of Brand & Communications

Designs For Health // 2018-2019

Defined and led creative vision for all aspects of Designs For Health portfolio across seven product brands with more than 300 product skus. Built and led, first ever in-house marketing team across two corporate offices, including, writers, designers, web designers focused in UI/UX, social media, photographers, videographers and events staff. Directed all photo and video shoots; led all brand creative including web, email, digital, social media, video, editorial, print, events, and package design. Collaborated with executive leadership and board of directors in establishing and maintaining creative vision.

- Provided creative direction across brand in alignment with corporate vision and culture.
- Recruited, Trained, Mentored all members of creative team, including in-house, and external positions.
- Continuously audited work, and campaign performance to identify areas of improvement, and success.
- Collaborated with brand partners to execute on internal, prospective, and customer facing projects.
- Worked with development teams to stay current on global requirements across CA, NAM, and AU.
- Set and upheld brand standards, globally, across organization.
- Established creative for corporate and consumer brands, including corporate identity, brand voice, visual strategy, website, online shop and 300+ sku product line.

Creative Director, Global Marketing

Jeunesse Global // 2016-2018

Led creative strategy and brand voice for \$5 Billion, global, health and lifestyle corporation across 30+ consumer brands and worldwide events in over 100 global markets. Led strategic marketing and brand experience for Jeunesse Global across web, email, digital, social media, video, editorial, print, events, packaging, and package design. Recruited, mentored and led a team of more than 15 mid-to-senior level, marketing professionals including, art directors, designers, videographers, photographers, copywriters, and project managers. Directed photo and video shoots.

- Provided creative direction across all brand entities in alignment with corporate vision and culture.
- Promoted research and development in order to offer the most innovative creative solutions.
- Review all work, and campaign performance to identify areas of improvement, success, and growth.
- Collaborate with cross-functional teams and brand partners to execute on internal, prospective, and customer facing projects.
- Worked with development teams to stay current on global requirements across CA, NAM, EU, and Asia.
- Set and upheld brand standards across organization worldwide.
- *Winner - 2 Gold Communicator Awards, 2 Bronze Telly awards.*

EDUCATION

Academy of Art University Actively Enrolled
Graphic Design

Winter Park Tech. Graduated-2011
Web Design

Art Institute of Ft. Lauderdale
Graduated-1999, Graphic Design

SUNY New Paltz Transferred-1994
Communications / Journalism

CERTIFICATIONS

Google Ads, 2019

MEMBERSHIPS

National Technical Honor Society, 2011

AIGA, 2008

Alpha Kappa Phi Sorority, 1993

AWARDS

2018 GDUSA, Winner, Package Design

2017 AVA Digital Awards, Platinum, Video

2017 AVA Digital Awards, Gold, Video, NV

2016 GDUSA, Winner, Email Design

2015 MIN, Honorable Mention, New Event

2015 MIN, Honorable Mention, Custom site

2014 AIGA Featured Artist, Jan.-Feb.

2013 Charlie Award, Silver, Best Cover

2006 Newsstand Resource, 2nd, Best Cover

2005 Newsstand Resource, 2nd Place,

People's Choice, Best Cover

2005 Newsstand Resource, Honorable

Mention, Best Cover

SKILLS

Mac OS	Brand Dev.
HTML	Marketing Strategy
CSS	Managing Team
Drupal	Content Dev.
WordPress	Digital Design
UX/UI	Product Design
Adobe CS	Experience Design
Keynote	Creative Direction
MS Office	Project Management
Asana	Photography Direction
Invision	Presentation
Salesforce	Executive Pitches
Constant Contact	Marketing
Canva	Advertising
After Effects	Consumer Goods
Premiere Pro	Video
Social Media	Art Direction
CMS	Sketch
Brand Design	Adobe XD