



**SAMANTHA VAN CUREN**

samanthavancuren.com

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509.957.5900

## EXPERIENCE

**SKILLS** | Corporate Identity & Branding, Marketing & Sales Collateral, Direct Mail, POP, PowerPoint Presentations, Print & Web Ads, Photo Shoot Art Direction, Event & Trade Show Graphics, Environmental Graphics, Website Design, Email Design, Social Media Graphics, Packaging, Training Guides & Manuals

**SOFTWARE & APPLICATIONS** | Adobe Creative Suite: InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat, Adobe Express, Microsoft Office, Canva, ShowIt, SquareSpace, Wallboard, Asana, Salesforce, Monday

## EMPLOYMENT

**GLOBAL MEDICAL RESPONSE** | 2019 – Present | Senior Creative Designer

- Support a field sales team of 140+ people in the design of brand awareness and lead generation marketing campaigns and events, both digital and print, from initial concept to completion.
- Created a new brand identity that is consistent across all collateral. Establish hierarchy and organization in the content of marketing materials including copy editing. Ensure compliance and oversight of all corporate branding guidelines and communicate changes to key stakeholders.
- Responsible for project management of all incoming requests to the marketing team. Set timing and deadlines. Handle all communication with the sales team to understand their needs, and objectives, strategize, and get feedback on creative. Created processes and request forms for creative workflow and trained sales teams on new processes during monthly calls.
- Manage the relationship with the in-house print shop. Help them set up and follow processes and troubleshoot requests. Work with outside vendors on the production of other materials.
- Responsible for all marketing and print assets including logos, photos, and base maps—updating monthly when air base locations open or close.
- Re-organized and maintained the Sharepoint site with downloadable art and editable PDFs for the sales team. Created a template library for efficiency and to speed up turnaround time on standard design projects.

**CICIS PIZZA** | 2015 – 2019 | Graphic Designer

- Assisted in the development and evolution of Cicis new brand identity across multiple touch points, including uniform design, interior and exterior restaurant graphics, digital, social, local restaurant marketing, and national marketing campaigns.
- Creative lead for local restaurant marketing, including print ads, POP, out-of-home billboards, banners, and digital campaigns. Created and implemented print and digital communication kits surrounding multiple marketing initiatives to drive sales. Set up processes, template libraries, and standardizations to increase quality and productivity.
- Worked closely with the Operations and Marketing teams to create marketing window implementation guides and job aids to ensure an effective and successful product launch.
- Led the design for restaurant exteriors, including window graphics, signage, and awnings.
- Created a fun, consistent look for game rooms across the entire Cicis system, building in tier levels for franchisees to update game rooms within budget. Designed game room logo, paint colors, wall graphics, and game machine skins.
- Directed photo shoots, including creating shot books and working with food stylists, props, cooks, and photographers.



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## EMPLOYMENT (CONTINUED)

### **THE LASALLE GROUP** | 2013 – 2015 | Graphic Designer

- Collaborated with V.P. of Marketing to create company-wide brand guidelines. Helped launch a new brand for LaSalle's Autumn Leaves Memory Care communities and other brands within the LaSalle family.
- Designed all related branded materials, including social media graphics, brochures, signage, stationery, promotional items, sales collateral, direct mail, and print ads.
- Created graphics for the new website.
- Developed layout and production design of print, corporate reports, and other publications.

### **EXPEDIA** | 2007 – 2013 | Graphic Designer

- Built the Expedia Media Solutions brand from the ground up, including logo design, brand guidelines, marketing and collateral pieces, event graphics, and email design and development. With minimal direction, creating effective, engaging designs that supported and communicated business objectives. Leveraged advanced knowledge of typography, layout and composition, color theory, grid systems, and use of photography. Led and trained others on visual design standards and processes, and regularly updated the style guide.
- Developed internal processes to streamline Expedia Media Solutions' marketing projects. Updated and expanded the Global Media Kit, created visually impactful case studies and product one-sheets, and streamlined the email design process, including translations into multiple languages.
- Managed day-to-day design changes to accommodate the business needs of all product lines and marketing programs.
- Designed PowerPoint presentations for senior sales leaders and V.P.s for speaking engagements.
- Collaborated with business partners, copywriters, sales, and marketing teams to identify solutions that met project objectives, and defined scope and project timelines. Worked with vendors to improve quality and consistency.

### **RUSTY GEORGE CREATIVE** | 2007 | Graphic Designer

- Worked on both large and small scale design projects, from concept and design through production and printing, while consistently meeting budgets and deadlines.
- Art Director for quarterly publication.

### **HORNALL ANDERSON DESIGN WORKS** | 2006 – 2007 | Intern

### **FITCH** | 2006 | Intern

## EDUCATION

### **THE ART INSTITUTE OF SEATTLE** | 2004 – 2006 | Associate of Applied Arts, Graphic Design

### **EASTERN WASHINGTON UNIVERSITY** | 2001 – 2004 | Transfer, Graphic Design