

(ABOUT)

Creative strategist and art director with 6+ years of experience leading performance-driven design for ecommerce brands. I specialize in conversion-focused creative rooted in data, storytelling, and brand impact. I bring both big-picture strategy and detail-oriented execution to every project.

I'm passionate about mentoring creatives and building standout work that not only looks good, but delivers measurable results.

(EDUCATION)

Bachelors in Graphic Design

Brigham Young University—Idaho
From 2014–2018

(PROFESSIONAL ATTRIBUTES)

- Cultivate lasting partnerships with clients
- Performance-first mindset
- Strong communicator & presenter
- Detail-oriented & organized
- Highly collaborative across teams
- Analytical thinker with creative intuition
- Strong project & team management
- Confident leading brand pitches & receiving feedback
- Committed to ongoing learning and professional development

(WORK EXPERIENCE)

Creative Strategy Team Lead — Disruptive Advertising

June 2023 — Present

Grew the creative strategy service and team, tripling its revenue. Trained & mentored fellow strategists & contributed to scalable production processes. Led creative audits for prospective clients and participated in sales calls to support new business efforts.

Creative Strategist — Disruptive Advertising

August 2022 — June 2023

Led creative strategy across a portfolio of clients, partnering with cross-functional teams to develop scalable systems, pitch decks, & high-performing assets. Directed creative for paid social, email, landing pages, & websites—driving improved engagement & conversion rates.

Senior Motion Designer — Disruptive Advertising

May 2019 — June 2022

Designed across marketing platforms with an emphasis on performance & storytelling. Collaborated with design teams & creative directors to deliver high-impact creative that drove results. Mentored junior designers on process, providing guidance & constructive feedback to support their growth.

(SKILLS)

Design:

Art Direction, Creative Strategy, Branding, UX Design, Graphic Design, Motion Graphics, Photography Direction, Conversion Rate Optimization, Ecommerce Campaigns, Digital Marketing Design, UGC Strategy, Creative Analytics

Software:

Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, XD, Lightroom, Google Suite, Notion, Asana, Slack

(REFERENCES)

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Sarah Rodriguez — Creative Director

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