renée sanchez wakefield ma 617.240.0958 reneesanchezdesign@gmail.com reneesanchezdesign.com

about

Resourceful Creative Director
Motivate, Orchestrate, and Foster Team to Achieve Utmost Potential

Creative leader, designer, and photographer with extensive experience building and leading high-performing teams. Skilled in brand development, creative strategy, and integrated marketing, with a track record of delivering impactful creative solutions that support business objectives. Believes growth comes from honest feedback, learning from mistakes, and continuously improving both as a professional and as a leader.

Creative Direction | Concepting | Brand Development | Digital Marketing | Problem Resolution
Photography | Motion Graphics | Email and Web Design | Creative Cloud | Production Management

work experience

Design Director, Pearson Higher Education Marketing, 2019 to 2022
Spearheaded 13-diverse member in-house creative team (art directors, designers, developers) and freelance agencies and designers to drive marketing initiatives in dynamic, fast-paced environment. Orchestrated diverse array of comprehensive, segmented, and automated campaigns, including art direction, technical support, and quality control. Collaborated to shape brand strategy, website design, creative operations, and marketing technology initiatives.

- Directed project schedules, $12M budget, production, quality reviews, and issue resolution, offering actionable feedback to enhance internal workflows and design outcomes that ensured demanding deadline achievement.
  - -Boosted team efficiency 30% by optimizing workflow processes and crafting documentation for consistency and efficiency across platforms, including style guides, design best practices, and standard project templates.
- Served as organization's brand advocate, upholding seamless end-to-end brand experience across broad spectrum of print and digital medium channels while working on packaging, collateral, email, web, social media, animation, photography, motion graphics, and event coordination and aligning with corporate inclusivity and accessibility vision and messaging in every piece produced.
- Delivered top-notch results to audiences consistently by staying at forefront of latest updates and design trends, including generating 120K Pearson+ subscriptions at product launch through strategic design direction that supported consideration and conversion marketing through email campaigns.
- Cultivated connections with stakeholders, promoting transparency in critical decision-making while synchronizing business requirements with top-priority marketing objectives.
- Modernized organization's marketing strategy by partnering with cross-functional teams to develop range of company initiatives, including AB testing standards implementation that empowered team to experiment and optimize design approaches.
- Improved working relationships with external agencies from Getty and Adobe Stock to Ceros, optimizing time spent on each project.
- Assisted in transitioning 50+ team members into new project management system that enhanced visibility and tracking for produced work.

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work experience

Creative Manager, North America Marketing, 2014 to 2019
Led art direction for North America multichannel marketing campaign development, from ideation to execution.

- Established efficient timelines and protocols, optimizing workflow within creative team to enable each designer's time to be effectively used to meet business objectives.
  - -Conducted annual assessments that identified process gaps and improvement areas.
  - -Strengthened relationships with stakeholders, fostering transparency in critical decision-making while balancing business needs and top-priority marketing goals.
- Coordinated efforts to establish email best practices, including mobile-first approach that deployed 28M emails yearly, which supported business growth through improved user experience.

Associate Art Director, Learning Solutions, 2002 to 2014
Managed creative direction for 4K+ projects each year. Implemented in-house creative team to support marketing initiatives and cost savings.

- Fostered strategic evolution while preserving multimillion-dollar corporate brand integrity while liaising with Marketing, Editorial, and Production teams.
  - -Forged interdepartmental relationships and cultivated synergy to streamline marketing operations by bringing all work in-house.
  - -Ensured consistent branding across marketing endeavors that encompassed catalogs, videos, infographics, and events.
- Led team of 8 graphic designers to produce 2K+ textbook covers annually while developing 100+ cover templates across disciplines, ensuring timely delivery of print-ready, award-winning covers.
- Increased business 30%+ annually by establishing Creative Department's policies, procedures, and key business metrics.

Prior positions held:
Senior Designer, Custom Publishing

education

Bachelor of Fine Arts (BFA), Graphic Design, The Art Institute of Boston, Boston, MA
Associate of Fine Arts (AFA), Interior Design and Theatre, Dean Junior College, Franklin, MA

skills

Design: Creative Cloud; Photoshop, InDesign, Illustrator, After Effects, Dreamweaver, Lightroom

Content Management System (CMS): Adobe Experience Manager, WordPress, Ceros, Cvent

Collaboration: Figma, Frame.io, Microsoft Office 365 (Word, Excel, PowerPoint), Miro, Teams, Google Suite, Slack, Zoom

Project Management: Jira, Workzone, Basecamp, Smartsheets

Automation and Analytics: Hubspot, Salesforce, Google Analytics, Tableau