

Marlene Brown

Mobile | 203 984 4907

Address | 132A Stanhope Street #4A Brooklyn, NY, 11221

Portfolio | www.marlebrown.com

Email | marleb236@gmail.com

Experience

Art Direction / Advertising & Brand Marketing

2019 - 2020

Grounded World / TCC Global

- Associate Creative Director
- Lead creative designer that directly worked with the founders and Creative Director on all development for a B Corp Certified, Innovation and Activation Consultancy Agency that transforms purpose into profit.
- Oversee in-house creative services to the world's largest loyalty company, including pitch support, Brand Launch, in-store activations, 360 campaigns, and various collateral.
- Manage photoshoot based on original ideas and creative exploration. Guided photographers during shoots all the way through image selection, post output and building in market collateral for the various brand campaigns.
- Sought out new client opportunities through networking and turn them into long term partnerships.
- Remain in frequent contact with clients to understand their needs and queries for each project.

Clients: St. Jude Childrens Hospital, Marys Center, Indigo, Luxottica, Circle K, Kitchen Aid, Sustainable Brands, Tribes On The Edge

2015 - 2019

Geometry Global

- Senior Art Director
- Shopper Marketing Brand Category lead for all Unilever personal care and food products.
- Oversee studio designers and manage art directors on day to day projects.
- Optimize key visuals for the shopper space through various forms of POS and ISV.
- Tasked with creating and releasing yearly Visual Communication Guides to all our field teams such as Walmart, Target, CVS and Walgreens.
- Ideate and launch quarterly and yearly campaigns based on specific briefs for each of our brands to not only drive purchase in store but awareness through various forms of print, digital, in-store and social activations.
- Attend off site integrated agency meetings to discuss upcoming planning for the year across all agency disciplines.
- Involved in the full creative process from brief to brainstorm to initial layouts, client presentation and overseeing the production process.
- Manage photoshoots based on original ideas and creative exploration. Oversee production and execution at photoshoots along with working with photographers and briefing them.

Clients: Personal Care brands under Unilever - Dove, TRESemmé, Suave, Simple, Caress, Vaseline, Degree, AXE, Nexxus, Pond's, St. Ives, Q-tips

2012 - 2015 **Ryan Partnership, Epsilon**

- Art Director
- Under the Nestlé Waters client I have worked on promotional event campaigns, retail displays, various POS pieces, digital spaces such as direct mail and social media platforms.
- Promotional conceptualization for full brand campaigns across the country promoting product and brand awareness.
- Involved in the full creative process from brief to brainstorm to initial layouts, client presentation and overseeing the production process till release date.
- Worked with illustrators and photographers to capture the vision of hero visual for both print and display layouts.
- Logo design, premium event pieces, wild postings, brochures, posters, various signage, tee shirt design, and shopper marketing.

Clients: All brands under Nestlé Waters - Poland Spring Natural Spring Water and all accompanying regional spring waters, Nestlé Pure Life Water, Sweet Leaf Iced Tea, Nestea, Tradewinds Iced Tea, Perrier, San Pellegrino, and Aqua Panna

2010 - 2012 **Colangelo Synergy Marketing, Omnicom Group**

- Jr Art Director
- Responsible for design and production for brands including: Don Julio Tequila, Ketel One Vodka, Baileys, Godiva Liqueur, and Jeremiah Weed.
- Associate designer assisting the account creative directors with creative layouts, concepting and image sourcing for hero visuals.
- Designing and laying out hero visual to be applied to various POS and OOH elements such as banners, billboard, coasters, posters, decals, etc.
- Retouching and color modifying images and photography.

Clients: All brands under Diago - Don Julio Tequila, Baileys, Ketel One Vodka, Red Stripe Beer, Jeremiah Weed Sweet Tea, Smirnoff, Captain Morgan.

Saks Fifth Avenue, OFF 5TH

- Intern Graphic Designer for a marketing and graphic design position.
- Retouched and color modified photography of clothing and models.
- Assisted with marketing projects for OFF 5TH brand and outlet stores.
- Designed weekly consumer facing graphic e-mails, and Direct Mail.

Clients: All designer brands under Saks OFF 5TH

Education

University of Connecticut, BFA 2010
Dual Degree: Communication Design, Fine Arts / Advertising, Communication Sciences

Skills

Adobe InDesign, Photoshop, Illustrator, Keynote, Free Hand, Microsoft Word

Certifications

Springboard UX/UI Design apprenticeship: 6 month track

Interests

Sustainable Design & Initiatives, Logo Design, Furniture Restoration, Illustration