

JENNY ACKERMAN

SENIOR ART DIRECTOR

Blurb / Remote / Feb 2022 - Present

- Acted as the driving force of visual direction behind web, email, social, video, and print projects to uphold brief objectives, brand standards, and quality control
- Partnered with Creative Director and Senior Copy Manager to concept and execute innovative brand campaigns to drive sales and foster community engagement
- Led and mentored a design team of 3, fostering creativity and collaboration
- Orchestrated brand photoshoots end-to-end to create high quality images through on-set art direction, retouching, and controlling costs within budget constraints
- Spearheaded art direction for a strategic brand refresh targeting C-pros
- Implemented new DAM, Figma design systems, and reduced stock costs by 50%
- Transitioned video and design production in-house for organic social to support revamped content strategy that boosted engagement and community initiatives
- Onboarded email agency for production design to scale testing and segmentation

ART DIRECTOR

View Imaging / Remote / May 2020 - Feb 2022

- Accounts: Sephora, Coty - Calvin Klein Fragrances, Mark Cross, Mansur Gavriel
- Drove creative strategy and execution for luxury beauty and fashion clients with a focus in e-commerce, digital advertising, and social content
- Mentored and managed a team of 3 designers and 3 copywriters in LA and NYC
- Provided art direction across multiple creative disciplines including photography, retouching, design, illustration, video editing, and motion graphics
- Interfaced with clients to ensure clarity of briefs and feedback for the creative team
- Built a freelance talent pool and matched creative resources by project need
- Cultivated a successful production process with vendors in the Phillipines and India
- Built an efficient and scalable project and file management processes from scratch

ART DIRECTOR

ZipRecruiter / Santa Monica, CA / Jun 2018 - Mar 2020

- Led art direction for all B2B marketing channels driving enterprise lead generation
- Executed strategic re-brand of enterprise product to target audience
- Conceptualized and executed 360° campaigns across print, digital, and video
- Managed and mentored agency style in-house team of multidisciplinary creatives
- Pitched to stakeholders and ensured deliverables met business objectives
- Optimized briefing, approval, and handoff processes to support increased spend
- Implemented a centralized DAM and asset library to increase team efficiencies
- Organized monthly team meetings to foster connectivity, visibility, and enrichment

DIGITAL DESIGN MANAGER

PacSun / Anaheim, CA / Sept 2015 - Jun 2018

- Oversaw creative strategy and execution across all digital marketing channels
- Built and mentored a digital design team that produced content for over 100 brands
- Partnered with in-house photography studio on art direction of assets for digital use
- Presented omni-channel seasonal campaigns to organization leaders for review
- Partnered with external digital agency to launch a responsive website redesign
- Built digital style guide to promote design consistency and improve UX of website

DIGITAL DESIGNER

ToysRus / Wayne, NJ / Jun 2012 - Jul 2015

- Designed omni-channel campaigns, microsites, gift registries, and event marketing

CONTACT

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EDUCATION

Penn State University

Class of 2012

Bachelor of Design

SPECIALTIES

Creative Direction

Art Direction

Brand Strategy

Campaign Concepts

Video Production

Photo Retouching

Copywriting

E-commerce UX

Responsive Web Design

Digital Advertising

Email Marketing

Direct Mail

Event Design

Organic Social

Presentations