



Kristen Mann

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PROFESSIONAL SUMMARY

Energetic and experienced creative with a desire to work with an amazing team of collaborators to produce meaningful and innovative work. Strong in problem solving skills, organization and meeting deadlines. Excited to take on new responsibilities and challenges.

SKILLS

- Corporate Identity Branding
- Visual Communication Expertise
- Problem Solver, Organized, Great Time Management, and Team Player
- Client Presentation
- Digital, Web, and Print Creative Direction and Content Development
- Social Media Content
- Marketing Knowledge
- Adobe Creative Suite
- Microsoft Knowledge

WORK HISTORY

DIRECTOR OF COMMUNICATIONS AND EDUCATION *03/2020 to 06/2023*

Chapel By The Sea | Clearwater, FL

- Enhanced brand visibility by developing and executing strategic communications plans.
- Increased media coverage through targeted press releases and proactive media outreach.
- Restructured website content to improve user experience and increase web traffic.
- Established relationships with key industry influencers to amplify brand reach.
- Optimized email marketing campaigns for improved open rates, click-throughs, and conversions.
- Created all print, digital and in-house marketing.
- Improved social media presence with tailored content strategies for each platform, resulting in higher audience engagement.
- Collaborated with cross-functional teams to launch successful integrated marketing campaigns.
- Coordinated large scale events for fundraisers, families, and the local community.
- Developed and coordinated curriculum for elementary school children.

ART DIRECTOR AND BRAND MANAGER

06/2022 to CURRENT

Allori BlowDry Bar | Belleair Beach, FL

- Created brand identity for a start-up company.
- Created and managed social media to generate buzz leading up to the grand opening.
- Created print content for local magazines.
- Managed web developers to create eye-catching and engaging content as well as user experience in the process of creating company's website.
- Developed memorable event branding materials, contributing to multiple successful trade shows and conferences.
- Coordinated successful handoff of the established project to a small agency.
- Continuing to advise and create print materials.

FREELANCE ART DIRECTOR

06/2023 to 10/2023

Red Door Films | Los Angeles, CA

- Created a pitch deck for an independent film company using captured content.
- Worked with film's producers and director to create eye-catching, quick-hitting, and provoking slides to present to potential investors.
- Used an enhanced platform to generate an interactive product, a first for the company.

FREELANCE WEB DEVELOPER

02/2023 to 06/2023

Atalan | Los Angeles, CA

- Worked with company's CEO's and executives on a complete re-brand.
- Re-built website on Squarespace platform for easier management once the project was complete.
- Enhanced website user experience by developing responsive and interactive design elements.
- Acted as a consultant while the internal team was learning to use the new platform.

FREELANCE DESIGNER AND ART DIRECTOR

12/2018 to 03/2020

Jean Dousset | Los Angeles, CA

- Collaborated with the Creative Director to create digital marketing materials.
- Created digital ad content for social and website.
- Enhanced client satisfaction by delivering high-quality design projects within tight deadlines.
- Streamlined design processes for increased efficiency and faster project completion.

ART DIRECTOR

08/2010 to 02/2015

Zambezi La | Los Angeles, CA

- Full-service advertising agency that retained clients and developed 360 campaigns.
- Personal projects included vitaminwater, Champs, Gold Peak, fruitwater, Taylormade, Ashworth, and various smaller brands.
- Worked with a team of designers, writers, and client liaisons to manage, create content, and sustain client/brand presence and tone.
- Strategized and created print, digital, TV, OOH, and sometimes radio content for all brands listed above.
- Directed film and print shoots on-location as well as in-studio.
- Worked closely with brand managers of clients to ensure successful material that aligned with brand identity.
- Pitched creative concepts to clients and worked collaboratively to build meaningful and memorable campaigns.
- Re-branded and conceptualized fresh brand identities and outlines for manufacturers, or any other exterior partners to maintain brand's personality, tone, and objectives.

EDUCATION

Bachelor of Science | Graphic Design And Computer Science
Art Institute of Los Angeles, Los Angeles, CA

REFERENCES

References available upon request.