

Melissa Ernst

Creative Director & Marketing Strategist for print, digital, social, ecommerce and marketing teams.

630.862.7282 | Melissa@MelissaErnst.com | Melissa@MelissaErnst.com

EXPERTISE

Creative Leadership, Marketing Campaign Development, Brand Development & Management, Graphic Design & Art Direction, Digital Design, Website Development, Social Media Content Creation, In-Store Marketing & POP, Print Advertising, Packaging Design, Marketing & Sales Materials, Trade Show & Event Planning, Vendor Relationship Management, Budget Planning & Reporting, Project Work-flow, Management, Product & Print Fulfillment, Communications Development, Timeline Creation & Management, Process Improvement, Project Management, Working Knowledge Agile

EXPERIENCE

2017 - 2018

Creative Director & Director of Marketing

Cedar Electronics, Chicago, IL

Directed team of creative and marketing professionals to create a wide range of creative content and execute strategic marketing campaigns across all channels. Revised, implemented and maintained brand standards for multiple brands and categories to ensure ensure the visual presentation of artwork was compelling, customer focused and aligned with the brand's business strategy.

Conceived, proposed and developed creative design for product packaging and launch materials, ecommerce campaigns, promotions, retail POP and corrugate displays and sales support materials. Executed the activation of content across all channels including web, traditional advertising, video and print advertising and packaging. Directed photo shoots and video production. Concepted, presented, and lead the execution of product launches across all channels, including Cobra Dash Cam and WASPcam. Provided all creative from campaign messaging, packaging, advertising, sales presentations and retail collateral to ensure successful launch.

Collaborated with with Director of PR to develop overall brand activation and communication strategy that delivered against marketing objectives and long term brand growth plans, notably the Bubba Wallace NASCAR campaign. Conceived and executed messaging and materials for trade show booths and PR events.

Created marketing strategies, from short-term campaigns to large ongoing programs, that drove engagement and increased brand awareness through digital, mobile, social and printed materials, including Summer Drive campaign for Escort. Ensured all materials maintained the highest level of brand cohesiveness. Lead Channel Marketing team.

2014 - 2017

Associate Creative Director

CLAIRE'S, Hoffman Estates, IL

Directed all Brand Creative and maintained Brand standards as multi-channel Associate Creative Director for the Claire's Brand. Managed in-house design team in conceptualization and implementation for all Claire's Brand POP, packaging, social and marketing collateral globally. Set priorities for group, managed work-flow, and ensured on time delivery for marketing materials. Provided leadership through team building, constructive feedback and creative exploration programs to ensure growth and inspiration for my employees.

Collaborated with partners on the Marketing and Buying teams to define and develop Marketing initiatives and goals. Created and presented creative concepts and marketing plans for both seasonal sales programs as well as customer engagement programs such as the international Claire's Squad Search and Claire's Project BFF. Provided editorial oversight throughout the execution of the program, ensuring digital, social and print communications were on brand and visually compelling.

Redesigned Brand standards for new store concept and executed the launch of a flagship store design within a two week deadline. Executed on time and on budget, and value engineered the design for continued roll out to new and remodeled stores. Implemented the development and adherence to Brand style guides for use across buying, store design, franchise and digital teams, reducing double work and increasing cohesiveness. Brought design of all overseas marketing collateral in-house, eliminating design fees from external agency. Internally promoted from Creative Lead.

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EXPERIENCE CONTINUED

2008 - 2014

Advertising Manager, POP | Visual Merchandising Manager

OFFICEMAX, Naperville, IL

Coordinated cross-functional marketing, Branding and POP teams to design and execute captivating visual presentations. Developed in-store marketing and visual merchandising POP for 900+ store locations; ensured support of initiatives from design to final in-store execution. Hired and managed advertising coordinators. Developed visual presentation strategy for 28+ visual off-shelf placements for entire retail chain.

Managed and organized 2014 new store concept for test, execution and executive level review in accordance with the company's rebrand initiative. Coordinated visual merchandising, branding, and marketing teams to concept and implement strategies within a 4 week time table. Organized daily war room sessions, maintained timelines and organized vendors to ensure the program was complete on time and on budget.

Responsible for \$1.2 million end cap flipbook and fixture roll-out, focused on corporate "value initiative." Maximized shelf space for optimal visibility and maintenance. Streamlined, documented, and executed POP projects. Greater efficiency saved \$300,000+ in shipping cost.

Analyzed past data, organized purchase order coding, and revised 2011 Marketing and Seasonal POP budget for more realistic expenditures. Realized savings of over \$150,000 with improved planning and maintenance.

EARLY CAREER

Brand Manager and Senior Art Director

HONEY-CAN-DO, Berkeley, IL

Senior Art Director

HAVI Global Solutions, Downers Grove, IL

Senior Art Director

ULTA, Romeoville, IL

Visual Manager • Graphic Designer • Jr. Graphic Designer

Sears Holdings Corporation, Hoffman Estates, IL

SKILLS & ATTRIBUTES

Flexible & Adaptive

Expert Change Management

Strategic Thinker

Manages Multiple Projects & Deadlines

Visionary: Sees & Executes Big Ideas

Expert Presentation Skills

Compassionate Leadership

Communicative & Open

Strong Attention to Detail

APPLICATIONS

Expert Adobe Creative Suite : Adobe InDesign, Adobe Photoshop, Adobe Illustrator

Experienced Microsoft Office

Experienced WRIKE, ASANA, Sharepoint, Project Management software