

# Melissa Ernst

Creative Director | Marketing Director

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## EXPERTISE

Creative Storyteller, Marketing Campaign & Content Development, Team Leadership, Brand Development & Management, Creative Direction, Digital Design & 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 Workflow, Communications Development, Timeline Creation & Management, Process Improvement, Project Management

## EXPERIENCE

### Associate Director of Creative Services

Flinn Scientific, Batavia, IL. | March 2019 - present

**Brand Strategy | Web & Social | Video & Photo Direction | Content Development | Marketing & Sales Collateral | Project Management**

Direct, design and manage creative programs and initiatives, overseeing all creation of art, photo, video, and layout design for both print and digital. Revise, implement, and maintain the company's Brand Identity throughout all levels of content. Responsible for coaching and motivating the team of creative professionals, developing best practices, processes, and road maps for successful, on-time project execution. Known for building trustworthy, collaborative relationships with executives and directors throughout the company, developing and presenting effective marketing campaigns, managing production companies and vendors (animators, photographers, printers, and designers), coordinating timelines, collecting and executing team feedback and executing all content throughout the enterprise.

#### KEY ACHIEVEMENTS:

Concepted, directed and implemented content and designs for [Flinn At-Home Science](#), a complete customer solution to teaching during the challenges of the coronavirus pandemic. Lead the cross-functional team coordinating content to be made available to teachers and schools at little to no cost to teachers and students. Leveraged and repackaged existing content and created new video presentations with Scientists to deliver live, at-home science lessons. Executed digital marketing strategy including social media ads, website creation, paid search and email campaign increasing traffic to the site.

Developed and executed content and marketing strategy for Flinn private label product launches, including [360Science](#) and [GettingNerdy](#). Coordinated with Product Management to determine website platform functionality, branding and go-to-market campaign strategy. Developed and executed advertising needs including print, digital and trade show collateral. Coordinated with Sales to develop relevant sales materials in coordination with branding and marketing strategies.

### Creative Marketing Director

Melissa Ernst Design, Chicago, IL. | August 2018-March 2019

**Brand Strategy | Web & Social | Marketing Materials | Video & Photo Direction | Pitch Decks | Content Strategy & Development**

Directed, designed and managed creative programs and initiatives for clients including Cornerstone Chiropractic, [Chicago White Sox](#), Morreale Communications and [Women of the Dream](#).

### Marketing Director, Creative Content & Channel Marketing

Cedar Electronics, Chicago, IL. | June 2017 - August 2018

**Brand Standards | Web & Social | Packaging & POP | Video & Photo Direction | Campaign & Content Development | Project Management**

Directed team of creative and marketing professionals to develop innovative, strategic marketing campaigns and product launches for new and existing consumer electronics product lines. Drove multi-channel engagement, increased product and brand awareness and improved BTB and BTC sales. Responsible for mentoring and inspiring team of marketing and creative professionals, developing processes and road maps for successful, on-time project execution.

#### KEY ACHIEVEMENTS:

Successfully launched new line of [Cobra Dash Cameras](#), securing in-store placements in retailers including Costco and BestBuy. Provided all creative for packaging, advertising, campaign messaging, sales presentations, ecommerce, social and retail collateral. Directed and designed all content creation including photo shoots and live video, explainer video and A+ content for Amazon.

Established in-house design and channel marketing team workflow and processes from ground up, including developing creative briefs, process workflow charts, pre-flight checklists, electronic file system set up and storage, three concept presentation and approval processes. Developed in-house studio to process designs by varying project types and created efficiencies by implementing job tracking software.

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## Associate Creative Director

CLAIRE'S, Hoffman Estates, IL | May 2014 – June 2017

POP & Packaging | Brand Standards | Web & Social | Campaign Development | Project Management

Directed and designed brand creative as multi-channel Associate Creative Director for the Claire's Brand. Lead the overall day-to-day operations of the creative services team. Set priorities for group, developed production calendar, implemented digital workflow system and ensured on time delivery of creative design initiatives. Responsible for providing leadership and innovation through team building and constructive feedback delivery to ensure dedication, passion and inspiration for my employees.

### KEY ACHIEVEMENTS:

[Concepted, designed and launched flagship store redesign](#), implementing new color, copy and icon designs for a dynamic, trend-right brand experience. Socialized new guidelines to marketing, store design, franchise and digital teams, reducing double work and increasing cohesiveness while following fashion trends. Provided oversight and quality control of all creative assets & materials for all channels.

Developed and hired staff for in-house design team, creating workflow and processes from ground up, including developing creative briefs, pre-flight checklists, electronic file system set up and storage, 3-concept presentation and approval processes. Developed and implemented the overall content strategy and oversaw the execution and delivery of all content including print, digital and video.

## Advertising Manager, POP | Visual Merchandising Manager

OFFICEMAX, Naperville, IL | October 2008 – May 2014

POP & In-Store Signage | Visual Merchandising | Campaign Execution | Project Management

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.

### KEY ACHIEVEMENT:

[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.

## EARLY CAREER

### Brand Manager and Senior Art Director

HONEY-CAN-DO, Berkeley, IL

### Senior Art Director

ULTA, Romeoville, IL

### Senior Art Director

HAVI Global Solutions, Downers Grove, IL

### Visual Manager • Graphic Designer • Jr. Graphic Designer

Sears Holdings Corporation, Hoffman Estates, IL

## SKILLS & ATTRIBUTES

Flexible & Adaptive

Manages Multiple Projects & Deadlines

Compassionate Leadership

Expert Change Management

Visionary: Sees & Executes Big Ideas

Communicative & Open

Strategic Thinker

Expert Presentation Skills

## APPLICATIONS

**Expert:** Adobe Creative Suite: Adobe InDesign, Adobe Photoshop, Adobe Illustrator  
Microsoft Office: PowerPoint, Excel, Word

**Experienced:** Digital Marketing Software: MailChimp, Facebook Ad Manager, NetResults, Google Analytics  
Project Management Software: WRIKE, ASANA, Basecamp, Smartsheet

## EDUCATION

Valparaiso University, Bachelor of Arts, 2000