

Michelle Meick

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SUMMARY Innovative and versatile Creative Director with 14+ years of valuable industry knowledge and experience. Lead teams of creative and dedicated individuals who produce high quality audience engaging materials. Expert 360 campaign strategist with the ability to execute across all mediums. Drive client satisfaction connecting target audiences with intended company vision.

PROFESSIONAL EXPERIENCE

————— Self-employed

Freelance Creative Director October 2018 – present

Specializing in creative direction and design with a focus on building modern brands through personalized experiences. Working with high-profile retail and hospitality clients from concept through to execution. Data and strategy driven conceptual thinker with abilities to transform high-level goals into distinct visual narratives.

Clients: CB2, Indigo, Deerfield Agency, Paperwhite Studio

————— west elm

Vice President, Brand Creative April 2016 – August 2018

Spearheaded creative strategy and development of all marketing visuals including digital, print, photo and video • Supervised a team of 25+ creatives recruiting and championing their professional growth and team performance • Enhanced company's brand image by creating consumer awareness through high-impact advertising campaigns customized to capture and engage its targeted audiences • Governed the entire campaign management process driving profitability and growth with considerable profit gains YoY

Director, Catalog August 2014 – April 2016

Directed concept and execution of all photography assets for e-commerce, social and print channels • Pioneered company's brand vision by inspiring art directors and designers to create impactful content that surmounted company and client objectives

Senior Creative Manager April 2012 – August 2014

Elevated the photographic vision of the brand conceptualizing and managing lifestyle photo shoots both on location and in-house studio productions • Supervised a talented team of creators to brainstorm, design and produce print collateral from conception to completion leading all end-to-end processes and procedures

Design Manager, Catalog August 2010 – April 2012

Developed creative content for monthly print catalog • Responsible for complete redesign, implementing an editorial approach to enhance understanding of product

————— Martha Stewart Living Omnimedia

Art Director Nov 2005 – August 2010

Designed promotional, advertorial, signage, and packaging for retail partnerships • Responsible for concepting and art directing photo shoots to support collateral

EDUCATION Rhode Island School of Design, BFA, Graphic Design, 2005