Creative Manager/Analyst

ROBERT SMITH

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Objective

Marketing strategy, digital marketing, online marketing and email marketing campaigns Broad design experience in web, print and solid understanding of layout and typography.

Skills

Adobe Photoshop, Adobe Illustrator.

Work Experience

Creative Manager/Analyst

Focus Product Design - 2017 – 2020

- Support the development of clear branding and related strategies and tactics.
- Lead the design and execution of marketing campaigns for crowdfunding, sales group, products group, and clients.
- Manage projects and marketing assets including product and sales collaterals, email marketing, website, and messaging PowerPoint development.
- Track online advertising ROI and make necessary improvements.
- Contribute to driving the creative strategy to elevate the company. Manage outside creative resources and budget.
- Support the development of a plan for media visibility to support main initiatives with partners and key clients.
- Analyze market trends and recommend changes to market and business development strategies based on analysis and feedback.

Creative Manager

Lil' Drug Store Products - 2013 – 2017

- Responsible for overseeing the full life cycle of all packaging components- original design, updating and production of 250+ SKUs, product catalogs/sell sheets, print advertising (B-to-B and B-to-C) and display development.
- Part of Marketing Team that plans and executes marketing initiatives to hit sales goals.
- Ensures consistent brand experience for the customer, Lil Drug and supplier brands.
- Maintains supplier relationships to ensure proper use of brand marks and labeling.
- Maintains strong internal relationships with Brand Teams, Operations, Quality and Regulatory to ensure productivity between departments.
- Maintains history log of packaging for FDA and ISO audits.
- Directs freelance photographers, designers and display vendors..

Education

BFA in Fine Arts/French - (Tehran University - Tehran)

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