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Kristin Nilsson

Art Direction } Marketing } Branding

Growing up and playing all sorts of sports created the foundation of the competitive, strong, yet patient person I am today. My creativity is inspired by people, places and experiences of each and every day. In turn, those experiences lead to the spark that ignites thoughtful campaign solutions that shine.

Education

Bachelor of Fine Arts
Kent State University
Kent, Ohio

Skills

Adobe Creative Suite
Microsoft Office
Wordpress
SalesForce & Pardot
Photography
Copy Editing
Project Management
Print Production
Concepting & Execution
Working knowledge of HTML

Volunteer

McDowell Sonoran Conservancy
Scottsdale

Andre House
Phoenix

Fun

Hike - Kayak - Off-road - Swim - Golf
Run - Mountain Bike - Explore
...basically anything outdoors!

Experience

- CRS Temporary Housing / Phoenix / Brand Marketing Manager** 4/2016 – Present
- Lead the marketing team in planning, implementation, design and strategizing campaigns and marketing materials while ensuring that communications are enticing and on-brand.
 - Responsible for ensuring that communications are accurate and meaningful, while aligning with our set budget to help retain and grow customer base.
 - Develop targeted marketing to our B2B clients through integrated campaigns while keeping abreast of competitor marketing initiatives.
- Village of Winnetka / Chicago / Freelance Art Director** 11/2014 – Present
- Layout and production of various campaigns to residents including the Village's 150th Anniversary and the quarterly Village newsletter.
 - Various logo design and implementation, campaign and marketing materials development.
- McDowell Sonoran Conservancy / Scottsdale / Marketing Manager** 10/2016 – 10/2017
- Created key marketing, branding and communications materials with an emphasis on public relations and outreach materials targeting potential donors and volunteers.
 - Responsibilities included website content development and editing, social media management and posting, writing and distribution of press releases, design and execution of various marketing integrated campaigns.
 - Planned, estimated and created marketing materials, signage and collateral for events, meetings and activities while directing a team of 7 art directors and photographers.
- New Control Direct & Digital / Chicago / Freelance Art Director** 8/2013 – 11/2014
- Designed direct mail and digital campaigns, web design and photo-retouching for Visa, Gap Brands, Sungevity Energy, Banana Republic and Fairmont Hotels.
- Bankers Life & Casualty / Chicago / Freelance Art Director** 4/2012 – 6/2013
- Design of infographics, FaceBook ads, product icons, presentations and logos.
- National Restaurant Association / Chicago / Contract Art Director** 6/2011 – 8/2011
- Concept development for recycling campaign and email newsletter design.
- Jacobs & Clevenger / Chicago / Freelance Art Director** 11/2010 – 12/2012
- Concept development and execution for integrated campaigns for First Energy Solutions, Consumer Energy, iPay Solutions and Navteq.
 - Utilized extensive image research and photoshop retouching skills to win new business.
- Res Publica Group / Chicago / Creative Director** 2/2008 – 7/2010
- Lead the creative team in all design projects from inception to completion for 20+ clients including the Chicago Blackhawks, Metra and Wirtz Beverage Group.
 - Design and branding projects included media kits, brochures, campaign materials, event signage and programs, invitations, e-newsletters, web design and more.
- RPM Advertising / Chicago / Freelance Art Director** 2/2006 – 7/2007
- Directed junior level staff in development of logos, signage and various print collateral for casino industry clients.
 - Led the design and execution of several promotional branding campaigns while completing projects on-budget within aggressive time lines.
- Tenthirty Advertising / Chicago / Associate Creative Director** 8/2002 – 6/2005
- Brann Worldwide, Euro RSCG / Chicago / Senior Art Director** 6/2000 – 8/2002
- American Greetings / Cleveland / Art Director, Catalog Designer** 5/1992 – 6/1999