Caitlyn Harris

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PROFESSIONAL SUMMARY

Visionary Creative Director with 10+ years of experience leading high-impact creative strategy, brand development, and multidisciplinary team leadership across political, entertainment, and corporate sectors. Proven record of building and scaling creative teams, launching national campaigns, and delivering standout brand experiences for clients including Disney, Nestlé, Envision, Nvidia, and multiple Presidential races. Known for blending intuitive creative instinct with operational precision to produce innovative, results-driven solutions.

CORE COMPETENCIES

Creative Leadership · Team Building & Mentorship · Brand Development · Multichannel Campaigns · Strategic Creative Direction

AI-Assisted Workflows · Client-Facing Creative Strategy · Cross-Functional Team Management · Rapid-Response Messaging

Process Innovation · Political Campaign Branding · Storytelling & Narrative Design · Vision-to-Execution Planning

PROFESSIONAL EXPERIENCE

Creative Operations Lead / Senior Designer

BSG – Hybrid | Dec 2024 – Jul 2025

• Built the creative operations backbone for a leading political agency, implementing streamlined AI-integrated workflows and brand systems.

• Directed large-scale project launches for clients including Disney, Envision, and Nvidia.

• Established internal metrics, brand documentation, and asset libraries to improve efficiency and scale.

• Partnered with legal and compliance to ensure deliverables met evolving regulatory standards.

• Led cross-functional teams, providing creative direction and fostering a culture of collaboration and innovation.

Creative Director & Team Builder

Passion Fuel Creative – Remote | 2018 – Present

• Founded and led a full-service creative agency delivering strategic branding and digital campaigns.

• Scaled creative teams from concept to delivery, overseeing design, messaging, and content development across multiple industries.

• Mentored rising creative talent through performance coaching and collaborative production processes.

• Integrated narrative-based design frameworks that resonated across platforms and drove measurable engagement.

Freelance Creative Director

Downstreet Digital – Remote | Apr 2024 – Present

• Led multidisciplinary teams across political and business verticals, crafting digital-first campaigns.

• Oversaw creative ideation, team delegation, and campaign performance optimization.

Chief Creative Operating Officer

WRS – Remote | Feb 2023 – Nov 2023

• Rebuilt internal creative structure, boosting team responsiveness and profitability.

• Drove company-wide rebranding and managed multi-state political campaigns.

Senior Graphic Designer

IMGE – Remote | Nov 2023 – Mar 2024

• Executed rapid-response political design strategy across national campaigns.

• Maintained strict confidentiality while managing high-volume creative assets under tight deadlines.

Founding Creative Team Member

Targeted Victory – Hybrid | Apr 2017 – Jan 2023

• Helped grow the creative team from 30 to 300+, shaping the department’s long-term structure and culture.

• Designed creative strategies that increased profitability by over 200%.

• Acted as the connective tissue between client vision and production execution.

Creative Director

GDC – Gainesville, VA | Dec 2012 – Apr 2017

• Led branding and marketing strategies that drove a 30% increase in annual enrollment.

• Developed integrated campaigns for social, print, and digital engagement.

Founder / Lead Designer

KK Designs – Remote | Dec 2011 – Apr 2012

• Built and ran a successful independent design consultancy serving over 20 clients.

TECHNICAL SKILLS

Adobe Creative Suite · Canva · Final Cut Pro · Premiere Pro · Asana · ClickUp · Monday.com · Salesforce · WordPress · ChatGPT & Operational AI · HubSpot · Google Workspace · Microsoft Office · CMS Platforms

AWARDS

Reed Award for Excellence in Political Branding – Michelle Steel Campaign

EDUCATION

BFA in Graphic Design

The Art Institute of Washington – Rosslyn Campus | 2011, Honors