

CHRISTINE HAGSTEDT

CREATIVE DIRECTOR

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SUMMARY

Talented and detailed oriented are two things past clients would use to describe my 25 years of marketing experience. The latest positions I have been in, I've been wearing multiple hats (Creative Director, Production Manager, Account Director all in one). I've been fortunate to have collaborated with prominent real estate / private club developers across the world. My proven track record of developing successful and innovative marketing campaigns has led to improved brand visibility and increase revenue for clients.

SKILLS

PROFESSIONAL SKILLS

Creative Team Leadership | Brand Development | Project Management
Client / Vendor Relationships | Concept Development | Logo Design
Photoshoot Direction & Retouching | Social Media | Deadline-Oriented

TECHNICAL SKILLS

Adobe Creative Suite | Adobe InDesign | Adobe Illustrator | Adobe Photoshop
Adobe Acrobat | Google Analytics | AI Integration | Canva | ChatGPT
Microsoft Office | Microsoft Powerpoint | Microsoft Excel | Microsoft Word

WORK EXPERIENCE

FREELANCE CREATIVE DIRECTOR | Harper Creative, Remote

June 2020 – Present

Providing full-service agency experience marketing, advertising, print, digital and branding resources to clients across the United States, Bahamas, Central America and the Caribbean.

- Collaborated with clients to understand their vision and translate it into an impactful solution for each project in an innovative way, staying within budget and on deadlines.
- Developed, designed, wrote and produced sales-inducing creative pieces using multiple forms of media.

CREATIVE DIRECTOR / ACCOUNT EXECUTIVE | McGuire Marketing, Remote

June 2002 – October 2023

Worked with McGuire Marketing for over 20+ years where I won an Addy award. Began as an Art Director and then became the Creative Director / Account Director / Production Manager.

- Landed multi-million dollar accounts such as the Mandarin Oriental Residences, The St. Regis Residences, The Ritz-Carlton Clubs, Panther National and Montage and Pendry Hotel & Resorts.
- Managed campaigns from concepting, the design phase, to art direction of photo shoots, through the pre and post-production process, while ensuring projects followed brand standards.
- Led the creation of brand guidelines, photoshoots, logo designs, web designs, banner ads, digital material, print ads, collateral, signage, convention booths and the design of sales galleries.

STUDIO GRAPHIC DESIGNER | Young & Rubicam, Miami, FL

May 2000 – June 2002

- Responsibilities included retouching, resizing, proofing, collecting and sending files to vendors or publication.
- Collaborated with the Art Directors to prepare files for production in a timely manner.

COMMUNICATIONS GRAPHIC DESIGNER | Fisher Island Club, Miami Beach, FL

August 1998 – May 2000

- Responsible for all membership and club communication to its members and handled the marketing for the club and the outlets connected to the club including the hotel, golf club, spa, restaurants and marina.
- Over saw the production of club membership, club events and club outlet communications from concept to design, copy writing, to the production with vendors and the handling of the mailings to members.

EDUCATION

FLORIDA STATE UNIVERSITY

Bachelor of Science | Art - Graphic Design