



gina BARTLETT

Gina Bartlett
1640 N 42ND Circle, Unit 107 | Vero Beach, FL 32967
gina@gina-bartlett.com ([digital portfolio: gina-bartlett.com](https://www.gina-bartlett.com))
216.990.9541

OVERVIEW

Strategic creative and communications leader with extensive experience guiding brand development, content strategy, and integrated marketing initiatives for professional service and B2B organizations. Proven expertise in creative direction, project management, and results-driven marketing, delivering impactful messaging and cohesive brand communications.

CORE COMPETENCIES

Strategic Communications & Brand Development
Content Strategy & Editorial Planning
Project Management & Deadline Execution
Results-Driven Marketing & Lead Generation
Creative Direction & Visual Storytelling
Website & UX Content Strategy
Cross-Functional Team Leadership
Executive & Stakeholder Collaboration
Marketing Automation & Analytics
Digital & Print Production Oversight

EXPERIENCE

Creative Director

World Synergy — Cleveland, OH (Remote – Vero Beach, FL)
2008 – Present

- Lead creative and communications projects, ensuring brand consistency and clear messaging across digital and print channels.
- Develop brand positioning and messaging that drive customer engagement and business results.
- Create and edit website content, blogs, email campaigns, advertising, and marketing collateral for a variety of audiences.
- Plan and manage content calendars and project timelines to consistently meet deadlines.
- Develop website strategy, including UX structure, content organization, and messaging for lead generation.
- Collaborate with writers, photographers, developers, and vendors to execute campaigns effectively and on schedule, including photo art direction.
- Establish workflow processes to improve project efficiency, accountability, and brand consistency.
- Analyze campaign performance and refine messaging to optimize results.

Associate Creative Director

turn SiGnal — Concord, OH

- Directed and executed creative projects and campaigns for B2B and B2C clients, ensuring consistent brand messaging.
- Managed project timelines, budgets, and coordination with printers, vendors, and other resources to deliver work on schedule.
- Executed multi-channel marketing initiatives including advertising, direct mail, catalogs, packaging, and websites.
- Collaborated with photographers, writers, and other resources to produce cohesive marketing materials.
- Maintained regular client communication to ensure creative work aligned with business goals.



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Earlier Career Experience

Art Director and Graphic Designer roles supporting retail and industrial organizations, leading advertising campaigns, environmental graphics, POS, and marketing collateral development.

TECHNICAL PROFICIENCIES

Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD)
WordPress & WooCommerce
HubSpot, Constant Contact, iContact
NetSuite & ConnectWise
Monday.com, Planner, Strey workflow tools
Microsoft Office Suite
Mac OS

EDUCATION

Associate of Applied Business Degree — Graphic Design
Lakeland Community College