



gina BARTLETT

Gina Bartlett
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OVERVIEW

Extensive marketing experience, encompassing a wealth of creative and leadership roles to help companies integrate their sales and marketing strategies to reach their business goals. Believing in the heart and passion of doing the right thing and building lasting relationships that help companies and people grow.

Ability to direct, critique, coordinate, and communicate all aspects of project requirements from concept through production. Design, Brand Development, UX, Information Architecture, Project Management, and Client Communication are a current breadth of skill sets all while understanding the importance of analytics and data to help drive and determine visual decisions as well as overall marketing strategies.

EXPERIENCE

- 07.08 - 03.20 **Creative Director | World Synergy**, Cleveland, OH (*Remote Office Vero Beach, FL*)
An integrated services company focused on B2B professional services, manufacturing and distribution, privately owned and established for 20 years.
Assumed leadership roles for the Marketing Team and responsible for all creative initiatives for over 15 clients. Lead and establish several processes and consistent methodologies through creative process and digital marketing teams while aligning with other teams within the services model — all with the customers goals and objectives as the main priority.
Value proposition development, brand identity development, web site lead generation and eCommerce design, print collateral, video production, art direction, environmental graphics, email marketing & marketing automation, and advertising.
Clients include but not limited to:
Benefit Advisors Network, Spectrum Surgical/IMS (Steris), Winter Equipment Co. Inc., NSL Analytical
- 01.98 - 06.08 **Associate Creative Director | turn SiGnal**, Concord, OH
Quality project focused design firm focused on B2B and B2C customers, along with supporting in-house and agency relationships.
Managed and directed creative activities including client contact and project quoting. Established respected relations with associates and subcontractors — designers, photographers, web developers, illustrators, and copywriters. Projects primarily focused on direct mail, advertising, collateral material, catalogs, website, and packaging design.
Clients include but not limited to:
US Endoscopy (Steris), Pierre's French Ice Cream Company, FFR Merchandising (Siffron).
- 08.96 - 01.98 **Graphic Designer | Euclid Industries, Inc.**, Cleveland, OH
Creative development of collateral marketing materials for the commercial truck/tractor-trailer industry.
- 11.84 - 08.96 **Art Director | Carlisle Retailers, Inc.**, Ashtabula, OH
Creation of marketing campaigns consisting of advertising, POP displays and environmental graphics for this specialty/department store retailer. Consisting of 14 total stores throughout Northeastern OH and Northwestern PA.

EDUCATION

Associate of Applied Business Degree — Graphic Design
Lakeland Community College, Kirtland OH, December 1984

SKILLS/ APPLICATIONS

Mac OS Proficient
Adobe Create Suite, emphasis in: InDesign, Photoshop, Illustrator, XD; + Microsoft Office
Website creative development Magento, Drupal, WordPress, and SharePoint
HubSpot Certified (Marketing), BrightEdge Certified, SharpSpring, Constant Contact
NetSuite, ConnectWise, Monday.com, Zoom

AWARDS

Recognized for superior graphic communication by *Graphic Design USA*