



## CHRISTINE PEARSON

1201 Myrtle Avenue  
Charlotte, NC 28203  
704-344-5349

christine@charlotte.twcbc.com

christinepearsondesign.com

---

### SUMMARY

Marketing and communications professional with expertise in branding, creative development, print, web and digital design, project management and production. Proficiency in Adobe Creative Suite is enhanced by strong concept, problem-solving and copywriting skills. A natural leader and enthusiastic member of any creative team.

---

### EXPERTISE

Creative Circle I Charlotte, NC I January 2020 - March 2021  
Kelly Services I Charlotte, NC I July 2014 - January 2020  
Decorum Consulting Group I NY, NY I October 2011 - July 2014

**Equitable Financial Life Insurance Company** I Charlotte, NC  
Design Consultant, Creative Services I October 20, 2011 - March 31, 2021

Responsible for creative concepts, design and print production of marketing materials and campaigns. Adhered to established brand standards. Closely collaborated with project owners, proofreaders and a team of graphic and digital and web designers. Worked with the creative director on high-profile projects. Established and maintained production schedules and oversaw design, development and launch of annual Open Enrollment campaigns of more than two dozen print and digital components, including the creation, testing and launch of a clickable web-based enrollment guide.

**The AdvertiZING! Agency** I Charlotte, NC  
Creative Director I 1992-2011

Responsible for creative conceiving, design, quoting, proposals, account services, copywriting, art and photo direction. Worked closely with the principal on account proposals and account management. Wrote, produced and directed radio. Storyboarding, web design and graphic support.

*Industrial accounts including:*

Exopack (formerly Rexam)  
Medical Outsourcing Solutions  
NAPCO  
Printing Industry of the Carolinas  
Springs Industries  
SDL Atlas

*Retail accounts including:*

Ayrsley Development Company  
Circa Interiors & Antiques  
Donald Haack Diamonds  
Dorchester, Manor & Cottages Independent Living  
Homefires USA  
Lux Lampshades

**Steve Galit Associates** I Charlotte, NC  
Lead Creative Director I 1983-1992

Responsible for design, creative direction, copywriting, project and account oversight, quoting, and print production. Managed workload of a team of designers, a writer, an illustrator and production personnel. Presented creative, pitched new accounts and met with current ones, adhered to budgets. Made on-site press checks, met with vendors, directed location/studio photography and radio production. Storyboarded video and audio visual projects.

*Accounts including:*

Belmont Abbey College  
Duke Endowment  
Duke Energy  
John Crosland

Johnson C. Smith University  
Presbyterian Hospital  
Springs Industries  
WIX Filters

---

### SKILLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator), Acrobat (editable forms), Word, PowerPoint, Excel, Workfront, Brand Hub, WordPress

Excellent organizational, project management, communication and leadership skills. Able to prioritize and manage multiple projects to meet deadlines in a fast-paced environment. Self-starter and team player. Able to decipher and simplify processes. High level of commitment, flexibility and creativity.

An intuitive problem solver. Comprehensive understanding of print production. Able to work well within budgets. Strong familiarity with area photographers, printers and local vendor resources.