

## **JULIE BAUER**

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### **SENIOR ART & CREATIVE DIRECTOR**

Strategic and visionary creative director with proven experience developing original and successful campaigns for nationally and internationally recognized companies and brands. Effectively partners with clients to provide an integrated creative plan designed to deliver on business objectives while driving brand awareness, revenue, and growth. Exceptionally skilled in understanding and creating the targeted consumer experience, increasing brand awareness and loyalty.

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### **CORE COMPETENCIES**

- Strategic Leadership
- Vendor Management
- Multi-Media Marketing
- Photo Shoot Management
- Advanced Graphic Design
- Account Management
- Communications
- Consumer Research
- Mobile Marketing
- Budgeting & Negotiations
- Team Development
- Client Relationship Management

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### **PROFESSIONAL EXPERIENCE**

**New Door Studio – Durham, NC**      2010-2018  
**Owner, Art & Creative Director**

Founded and implemented a strategic marketing plan and mission focused on developing a brand identity, expanding, or maintaining the brand story for small start-ups, large corporations, and non-profit organizations. Created a wide-range of branded design work including logos, brochures, displays, websites, posters, exhibits, and direct mail.

#### **Key Accomplishments:**

- Developed and fully implemented the brand identity for Longent, a wireless communications leader.
- Completed several freelance design projects for nationally recognized brands such as Country Crock and Aramark.

**Workplace Options (WPO) – Raleigh, NC**      2011-2018  
**Creative Design Manager**

Developed and directed the brand story and global roll-out of creative design materials to internal offices and external clients. Developed original and creative advertising promoting the organization's services centered around employee assistance programs and outreach.

- Established the creative department from the ground-up to include industry best-practices, standardization, and incorporation of a far-reaching global and cultural perspective.
- Redesigned the interior space of each corporate office in the U.S., India, Singapore, Dublin, and the UK.
- Created client promotional products including monthly flyers, digital imagery, product and life event posters, wallet cards, and yearly theme products; all materials available in English, Spanish, and British English.
- Managed the graphic designer located in India, directed the creative activities within each satellite office.

#### **Key Accomplishments:**

- Completed the full WPO branding project within 1-year, encompassing outreach to 90k client organizations, located in 200 countries.
- Partnered with IT to develop and implement a client-centered HR web portal and intranet with WPO branding; ensured convenient client access to current promotional products and resources.
- Successfully led the corporate 30-year anniversary celebration and campaign.

**Burt's Bees – Durham, NC 2008-2010**  
**Retail Design Manager**

Responsible for creating and maintain the quality, integrity, and image of the brand through POP, permanent displays, and gift designs for specialty gift shops and national retail stores including Target, Walmart, and Macy's.

- Developed retail design environments supporting the natural based product line and desired shopping experience.
- Partnered with the internal package designer to develop gift set packaging that had both structural integrity and provided optimal product presentation.
- Managed and created the design work for the annual consumer catalog.

**Key Accomplishments:**

- Developed original and highly effective holiday retail displays through internal collaboration and applying creative expertise to portray a nature-centered brand story within big-box retail store environments.

**Heard & Associates – Durham, NC 1996-2008**  
**Associate Creative Director**

Directed the creative department operations ensuring deadlines were met, quality standards surpassed, and original creative concepts were developed and flawlessly executed. Managed large-scale client relationships with companies such as Hanes, Gerber Children's Wear, Rémy Martin, and Michelin.

- Conceptualized, designed, and presented promotional campaigns to Fortune 500 companies.
- Managed 1-2 in-house graphic designer; recruited and managed freelance professionals for specific project work.

**Key Accomplishments:**

- Created the highly successful Hanes mobile marketing tour, scheduled for 9-months and extended due to consumer response; as part of this campaign, directed a photoshoot with Hanes spokesperson, Michael Jordan.
- Developed an on-site Wal-Mart bra sizing event and associated campaign resulting in increased product sales.
- Designed the Michelin in-store promotional advertising collection, distributed to 20,000 tire dealers nationwide.

**Prior Professional Experience**

Art Director, The Zimmerman Group; Art Director, Mall Advocate; Advertising Director, Gilmore's Stores;  
Art Director, Stryker Surgical.

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**EDUCATION**

Bachelor of Science (B.S.) – Graphic Design & Industrial Design, Double Major  
Western Michigan University – Kalamazoo, MI

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**PROFESSIONAL DEVELOPMENT**

Illustrator and Photoshop Courses  
POP (Point of Purchase) Seminar  
AIGA Visiting Speakers  
Advanced Graphic Design Course  
How to Buy Printing and Related Services Course  
GRIFIX National Conference for Graphic Design Professionals  
RAC Retail Conference  
WordPress Course

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**TECHNICAL PROFICIENCIES**

- InDesign
- Photoshop
- MS Office
- Illustrator
- MAC/PC
- Photography

