

# danielle bourgeon

CREATIVE MARKETING

## skills

marketing strategy

branding & positioning

leadership & teamwork

organization & time management

graphic design  
*adobe creative suite (CC,CS6,CS5)*

web development  
*HTML5/CSS3*  
*content management systems*

microsoft office  
*word, excel, powerpoint*

languages  
*french*

## interests

event planning

visual storytelling

UX/UI web design

performing arts

art & art history

## find me here:

 +1 267.475.0985

 daniellebourgeon@gmail.com

 www.daniellebourgeon.com

## education

**Bachelor of Science in Fashion Marketing**  
The Art Institute of Philadelphia, September 2013

## employment

### **Brandwidth Solutions, Lansdale, PA**

#### **Creative Director (present)**

Initiate creative development with client and direct creative team. Supply scope of work to client and ensure on time delivery. Translate marketing objectives into clear creative strategies.

- Supervise creative team of 6 and provide feedback and sign off on all creative
- Lead projects from concept to completion by applying best practices in user interface and interactive design, including image optimization and site mapping
- Oversee client pitches and proposals
- Meet with clients to explain campaign strategies and solutions

#### **Associate Creative Director (2016-2018)**

Supply creative direction in digital and print campaigns, web design, marketing collateral, and trade show booths. Design and manage all web design projects.

- Specialize in project management of web programming
- Design creative for ads, collateral, powerpoint, web, and trade show booths
- Facilitate ad placement from client to publication
- Run client events and procure needs for trade shows

#### **Design Lead/MarCom Specialist (2013-2016)**

Spearhead creative content for web, digital, and print marketing materials. Manage client relations and expectations to build around vision, an accurate scope, and an organized project plan.

- Design ads, marketing materials, & landing pages
- Art direct a photo shoot for design of an interactive app and lead the design process of the app
- Develop Google Adwords campaign

#### **Graphic Designer (2012-2013)**

Strategized and implemented new brand identity & print media marketing materials for the DxMA. Developed & executed a multi-channel social media strategy.

- Rebrand provided a platform for all creative work, print & electronic
- Work received the Dx Creative Award

### **Jennifer Tattanelli, Florence, Italy**

#### **Marketing/Design Intern (2013)**

- Introduced new look & feel for ad campaigns – ads published in Avenue Magazine
- Developed a social media strategy & plan based on market research & trends

### **Cashman & Associates, Philadelphia, PA**

#### **Special Events Intern (2012)**

- Procured vendors, managed RSVP lists, set up & break down of events
- Created the holiday invitation, mailing label, & presentation of the agency's sponsors
- Developed creative ideas for upcoming events

*Valedictorian • 4.0 GPA • President's Honor Roll • Education Foundation Scholarship • Selected for Peer Tutoring Best Portfolio • Outstanding Achievement Award 15 Best of Quarter Awards • Multiple 4.0 Awards*