

SALLY DIAZ

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ART & CREATIVE DIRECTOR

CREATIVE STRATEGY | PROJECT MANAGEMENT | GRAPHIC DESIGN | STRATEGIC PLANNING

Results-driven, creative visionary with demonstrated expertise across all facets of the creative process, brand development, and concept development. Skilled in communicating with current and prospective clients, and coordinating with cross-functional team members to achieve design and project objectives. Highly adept at leveraging cutting-edge, modern, and unique design styles, aesthetics, and imagery to establish a clear brand identity and streamline success. Proven ability to multi-task while managing the development, design, and execution of creative projects.

CORE COMPETENCIES

Creative Direction | Brand Marketing | Project Planning | Creative Management | Advertising | Team Management | Budget Management | Visual Communication | Oral & Written Communication | Presentation Skills | Relationship Building | Corporate Branding | Marketing Strategy | Vendor Management | Print Production | Digital Media | Brief Creation | Creative Problem Solving | Time Management

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat) | Microsoft Office (Word, PowerPoint) | Weebly | Wix | Constant Contact

EXPERIENCE

ART DIRECTOR/GRAPHIC DESIGNER | BLACKSWIFT CREATIVE, NORWOOD, NJ

09/2004 - PRESENT

- Spearhead the delivery of high-quality freelance and consulting services, overseeing creative operations and graphic design for a wide range of clients; leverage exceptional communication to identify client needs and requirements.
- Guide creative project management, including coordinating project planning and managing work flows from collateral requests to brief creation, for print materials, logos, brochures, flyers, catalogs, emails, etc.
- Deliver strategic, creative direction to clients, revamping branding and utilizing new brand identity package to create a suite of high-quality, creative assets.
- Establish web identity systems, while designing and integrating social media management, email, and electronic form designs; pioneer production of client's creative projects.
- Created 2 conventionally printed look books to support client growth, targeting mailing and designs for key clients to secure a 5-10% response rate and enable the client to acquire new, long-term clients from the mailing.
- Orchestrated and executed robust brainstorming sessions with clients to pinpoint goals, communicate project progress, and resolve inquiries.
- Designed and produced 50-60 page catalogs for a high-end watch store; established uniform format to showcase the brands, securing a 100% ROI for the client.

CREATIVE DIRECTOR | PRIMELOOK INC., NEW YORK, NY

02/2000 - 07/2003

- Directed creative operations for the design firm specializing in serving financial services clients; managed a range of clients, including Citibank, New York Life, AXA, and Oppenheimer & Co.
 - Oversaw and trained a high-performing design team of 5, responsible for supporting and executing client projects; coordinated workflow between clients, designers, and copywriters.
 - Actively identified and analyzed client needs to generate accurate estimates and track/manage budgets of up to \$100,000.
 - Piloted scheduling of production, pre-press, and press checks of all projects; created identity systems based and all collateral in alignment with corporate guidelines.
 - Monitored quality assurance and control to ensure the delivery of high-quality, error free creative documents.
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EDUCATION

Bachelor of Fine Arts in Communication Design, Parsons School of Design