



KELSEY SEUFFER

ACD • ART DIRECTOR

I am a creative visionary with an creative and art direction, visual storytelling and hands-on design background. With a variety of experience working as the creative lead on in-house marketing and creative agency teams, I have experience providing the support for high level B2B and B2C campaigns, branding, product marketing, art direction and graphics for video and more.

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR | 10.2020 - 10.2021

LUX & GRAVIS | A full-service advertising agency

- Support a variety of clients from retail to healthcare to tech in a wide array of creative applications and business needs from creative/art direction, execution of design assets, campaign development, ideation, etc.
- Concept creation for seasonal and product launch campaigns with an integrated email and digital marketing approach
- On-site art director for seasonal photo shoots, support including styling and collaboration with photographer & social media video captures
- Execution and management of design assets for digital advertising, email, presentations, website design & development, etc.
- Lead client meetings, present pitches, ideas and project updates to clients
- Clients: Mayo Clinic, HidrateSpark, UpWest, Sentry, Optimum Sports Performance

DESIGN DIRECTOR | 10.2019 - 9.2020

HALO CREATIVE LABS | A full-service creative agency

- Lead the design side of the business, including client communication, supporting business development, participate in prospecting meetings and discovery sessions with clients, provide creative direction and hands-on execution of strategic design and marketing solutions
- Work directly with over **25+ clients** from a wide range of industries including healthcare, consulting, and retail and support **\$250K+ in revenue** during my tenure
- Manage project organization and timelines, contractors and external vendors
- Projects include (but not limited to): brand development, responsive web design, presentation messaging & design, storyboards, script writing, video graphics and on-site executive producer

ART DIRECTOR | 10.2018 - 9.2019

SENIOR GRAPHIC DESIGNER | 3.2017 - 10.2018

BROADNET | A technology company and communications agency

- Creative lead on the marketing team
- Drive marketing strategies and lead all creative projects for Broadnet, direct clients (B2B and B2C) and channel partners in over **6 vertical markets**
- Develop and execute campaigns and various marketing support to promote upcoming product launches, promotional packages, partner marketing support and all business development needs
- Led rebrand and website redesign project from conception to launch that resulted in an **increase of 27%** in quality leads year over year
- Developed custom sales proposals for prospective client that resulted in over **40% of the direct sales**, generating over **\$10 million in revenue in 2018**
- Directly manage and mentor junior designer/copywriter

GRAPHIC DESIGNER | 3.2013 - 3.2017

BONFILS BLOOD CENTER/BLOOD SYSTEMS INC | A large healthcare nonprofit (Newly re-branded as Vitalant)

- Creative lead on the marketing team
- Provided strategic design solutions to support all creative needs of the mountain division of **20+ departments** and corporate marketing team

GRAPHIC DESIGNER/ILLUSTRATOR (Contract) | 9.2012 - 2.2013

ARCHSTONE

COMMUNITY INVOLVEMENT

BOARD MEMBER | July 2020 - July 2021

AD 2 COLORADO | An Advertising & Marketing Organization, CO Chapter

- Serving on the board as the Programs Chair and Comms Committee Member
- Manage and improving program offerings for members

CONTACT

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- 📍 Denver, CO

SKILLS

- Creative/Art Direction
- Campaign Development
- Digital & Print Design
- Website Design & Front-End Dev
- Project & Team Management
- Content Creation
- Strategic Marketing

TOOLS

Adobe Illustrator	████████████████████
Adobe Photoshop	████████████████████
Adobe Indesign	████████████████████
Adobe After Effects	████████████████████
Adobe Premier	████████████████████
Microsoft Office	████████████████████
Sketch/Figma	████████████████████
Wordpress	████████████████████
Procreate	████████████████████
Email (Mailchimp, Hubspot, etc.)	████████████████████

EDUCATION

Bachelor of Fine Arts
Colorado State University, 2008-2012
 Graphic Design | Minor in Business Administration

PORTFOLIO

kelseyseuffer.com/portfolios
 Password: viewmywork