



Jessica Bailey

Traverse City, Michigan | (614) 506-7718 | jessicaraebailey@gmail.com
jessicaraebailey.com | www.linkedin.com/in/jessicaraebailey

SUMMARY

A highly skilled and award-winning creative director with expertise in a variety of mediums. Produces strong content conceptualization, branded omni-channel strategy, clear direction for copy, design, photo and video in digital, print, environmental and experiential applications. Effective and empathetic leader who directs teams in the creation of branded marketing content and fosters relationships that result in creative wins, driving consumer interest and company profits.

EXPERIENCE

Hagerty | Traverse City, Michigan

Creative Director / Senior Art Director (Remote) | 2020-2023

- Promoted from Senior Art Director to Creative Director in 2021.
- Led team of designers, art directors, writers, photographers and producers, catering to 16 business units within company.
- Collaborated with marketing team and oversaw creative functions including omni-channel welcome journeys, immersive in-person Garage + Social experiences, engaging websites, and dynamic one-pagers, fulfilling the needs of each business.
- Conducted marketing and creative team evaluations to expand effective team collaboration.
- Launched The Shop in Garage + Social locations, adding brick-and-mortar sales to bolster online business.
- Restructured intake process and workflow to streamline and ensure creative direction and marketing collaboration at the onset of each project. Clarified roles and responsibilities, eliminated redundancies, and created single channel for all business unit project requests.
- Created website to highlight team and showcase type of work performed and awards won.

White House Black Market | Fort Myers, Florida

Senior Art Director / Art Director | 2015-2020

- Promoted from Art Director to Senior Art Director in 2016.
- Developed and executed seasonal campaign concepts.
- Directed still life and on-figure photo and video shoots.
- Led team of three omni-channel designers and oversaw site, email, social media, store signage, and direct mail design.
- Developed key relationships with marketing partners to ensure effective content coverage for each channel.

Lane Bryant | Columbus, Ohio

Art Director / Senior Graphic Designer / Graphic Designer | 2010-2015

- Led seasonal omni-channel conceptual development.
- Directed and led design of direct mail programs and still life and on-figure photo shoots from concept through retouching.

ADDITIONAL EXPERIENCE

Lane Bryant | Columbus, Ohio | Visual Team Design Coordinator | 2007-2010

- Created higher standard for printed communication from corporate office to store associates.

Bath & Body Works | Columbus, Ohio | Design Contractor | 2006-2007.

- Designer for store operations. Created materials for Bath & Body Works store associates, such as brand education materials and theme launch items.

EDUCATION

Columbus College of Art and Design, Columbus, Ohio

BFA, Graphic Design & Advertising | 2000-2004

AWARDS

- **2021: GDUSA Design Award** for the Hagerty Driven book
- **2015: Lane Bryant CEO Award** for Isabel Toledo Launch
- **2014: GDUSA In-House Design Awards** for Pencil Me In & Picture Yourself in the Perfect Pair
- **2010: Lane Bryant Leading the Brand Award** for marketing Mall of America grand opening

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Adobe Workfront
- Smartsheet
- Microsoft Office Suite

SOFT SKILLS

- Clear communication
- Solution-driven partnership
- Empathetic leadership
- Active listening
- Fosters trust & team camaraderie