

# KIMBERLY METZ | ART DIRECTOR

## PROFILE

Award-winning creative leader and senior designer with 15 years of experience. Served as art director for agency with \$5.6M a year in annual revenue and supervised the development of over 200 design projects. Enhances team performance with constructive solutions, a sophisticated design eye, and a head for marketing strategy. Drives the creation of clever advertising and marcom solutions that meet and exceed clients' needs.

## AREAS OF EMPHASIS

- Advertising Design & Typography
- Integrated Marketing Strategy
- Conceptualization & Design Thinking
- Team Leadership & Development

## TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Microsoft Office (Word, Powerpoint, Excel)
- Project Management Systems (Wrike, Asana)
- Wix, Convio, and other visual web editors

## PROFESSIONAL EXPERIENCE

**The Profero Group | Newtown, PA**

**Senior Creative Manager (August 2018–Present)**

Completes multi-phase projects for national pharmaceutical clients, collaborating with copy and client services teams. Motivates junior designers to increased productivity by providing coaching and constructive feedback on the development and production of print and digital sales materials.

### Key Achievements:

- Designs for the company's top accounts, which represent 50% of annual revenue.
- Created a functioning mockup for a 10-page iPad training asset overnight to meet rush deadline for a last-minute pitch to a potential new client.

**The Profero Group | Newtown, PA**

**Creative Lead (January–August 2018)**

Supervised all design projects while managing direct reports and building interdepartmental relationships. Organized and maintained brand assets and delegated materials to appropriate departments. Partnered with third-party vendors, freelance designers, and web coders to maximize ROI.

### Key Achievements:

- Presented concept work for proposal that won a new client and boosted company profitability by 24%.
- Oversaw design for a \$168K multi-piece project launch campaign with numerous technical edits and rapid turnaround times.
- Improved team morale by setting boundaries for manageable deadlines and finding alternative solutions for work that fell outside of the creative team's purview.

**The Profero Group | Newtown, PA**

**Creative Services Manager (2015–2017)**

Managed nine national accounts with direct client communication. Designed print and digital marketing resources.

### Key Achievement:

- Partnered with CEO to drive year-long internal marketing campaign. Built employee pride via new web design, promotional item purchasing, and signage installation.

## PROFESSIONAL EXPERIENCE (CONTINUED)

Phoebe Ministries | Allentown, PA (2014–2015)

### *Publications Coordinator*

Coordinated design and production of marketing materials for the organization. Collaborated with external agencies, freelance designers, and print vendors for annual report, appeal mailings, invitations, and other publications.

#### **Key Achievements:**

- Launched full-scale rebranding campaign which modernized the organization's image across all campus locations.
- Produced six issues of *Messenger* magazine. Revitalized the publication schedule by combining Fall issue with Annual Report to increase quality of content while reducing team workload.

The Profero Group | Newtown, PA

### *Senior Creative Associate (2012–2014)*

### *Creative Associate (2011–2012)*

Produced marketing materials for major pharmaceutical and health care clients. Assisted in full-cycle project management for three national accounts.

Pearl S. Buck International | Perkasie, PA (2007–2011)

### *Publications & Media Coordinator*

Developed concepts, designs, and innovative ideas for digital and print deliverables. Authored media communications and wrote press releases, articles, blogs, social media posts, and speeches. Created brochures, flyers, newsletters, presentations, and annual reports. Redesigned the company website, emails, and online gift shop.

## OTHER EXPERIENCE

Kimberly Metz Design | Allentown, PA (2006–Present)

### *Owner*

Provides freelance design, art direction, brand consulting, and project management services for local and national clients. Specializes in nonprofit print publications and fundraising materials.

St. Tikhon's Summer Camp | South Canaan, PA (2010–2018)

### *Marketing Director/Camp Director*

Developed and implemented all branding, design, and marketing communications for national camp program. Directed staff of 50 counselors and hosted 150 campers per season. Maintained website, wrote blog entries, and developed content for social media advertising campaigns.

## AWARDS

2020 Hermes Creative Awards: Gold Award for Event Marketing (Freelance Client: LeadingAge PA)

2017 MarCom Awards: Gold Award for Integrated Marketing Strategy (St. Tikhon's Summer Camp)

2015 MarCom Awards: Gold Award for Fundraising Publications (Freelance Client: Phoebe Ministries)

## EDUCATION

### **BFA Communication Design**

### **Graphic Design and Advertising Concentrations**

Kutztown University of Pennsylvania, Kutztown, PA

*Minor in French*