

## SR ART DIRECTOR

# KATIE JARECKI

## SUMMARY

I am a detail-oriented creative lead with proven success in concepting, developing, and leading winning creative campaigns for multimillion-dollar national brands. I have experience maximizing client budgets to expand creative output with multifunctional visuals utilized across multiple pieces of collateral. With a vested interest in overall client success, I always strive for tangible campaign outcomes to ensure client satisfaction and repeat business. Finally, I have served as a driven team leader who creates campaign narratives based on data and consistently delivers impactful creative solutions that secure an organization's place at the forefront of the industry.

## EXPERIENCE

2019 - PRESENT

### SR ART DIRECTOR | PRODUCT CONNECTIONS (FORMERLY MARKETINGWERKS)

- Develop national omni-channel shopper campaigns and collateral for *Clorox, Dole, Sam's Club, Target, Target adult beverage, and EBDesigns (EBCreate)*.
- Manage Clorox shopper marketing account, *with \$500k annual retainer, \$1.6M total in incremental creative project work over four years, and 500 total projects*; lead quarterly brand review calls for Clorox across all business units.
- Partnered with account director to win Dole shopper marketing business, *capturing first-year test run budget of \$500k spanning all Dole categories across 13 retailers*.
- Concepted and pitched custom VIP retailer campaign program for EBDesigns with *total budget of \$500k*, featuring campaign design, customer rebate program, custom in-store signage, sweepstakes, retail employee tester kit, and branded swag; *planned to scale up to 2,500 retailer locations*.
- Design original creative for print and digital shopper placements; manage creative projects from concept to delivery, providing creative oversight across departments; lead photoshoots with internal and external photography teams.
- Provide leadership to junior team members on team projects and presentations.

2019

### ART DIRECTOR | IN MARKETING

- Delivered creative work across the Smuckers account, spanning *Smuckers, Jiff, Dunkin' Donuts Coffee, Pupperoni, Rachel Ray Nutrish, Milk-Bone, and Meow Mix*.
- Created national campaigns with *retailer-specific custom instore displays* and *omni-channel collateral*.
- Concepted and pitched *Meow Mix Grain Free digital campaign and toolkit* for launch at Target.
- Partnered with senior art director on custom campaign photoshoot and created final art files. Collaborated with three art directors and production team of four; mentored junior creatives.

2016 - 2019

### ART DIRECTOR | MOSAIC NORTH AMERICA

- Designed custom national retail campaigns for all brands across *Starbucks shopper account, including Teavana, Seattle's Best Coffee, and Starbucks*.
- *Grew Starbucks account from \$3M retainer to \$4M* through strategic creative thought leadership.
- *Designed and directed over ten successful photoshoots; strategically leveraged budgets of \$15-\$20k* by capturing multifunctional photography for use across entire campaigns and multiple channels, including social media, digital banner ads, in-store printed displays, and shippers.
- *Led Teavana and Ripple Street Influencer Tea Party campaign at Target featured on P2Pi*; generated 2k photos/posted shared through Ripple Street and 600 product reviews; *securing Teavana a 27.7% share of the super-premium tea at Target*.
- Developed a fully custom Starbucks National Coffee Day at Sam's Club omni-channel campaign, *which earned recognition as 2019 Effie Awards finalist and won Starbucks Bravo Marketing Award*; led photoshoot, designed, and produced instore sampling collateral, digital ads, and retailer displays.

## CONTACT

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## EDUCATION

2016

COLUMBIA COLLEGE CHICAGO

ADVERTISING ART DIRECTION | BFA

VISUAL ARTS MANAGEMENT | MINOR

## AWARDS

2021

CROSSMARK LEADERSHIP AWARD

2019

USA EFFIE FINALIST

2019

STARBUCKS BRAVO AWARD

2015-2016

CCC DIVERSITY AWARD

2012-2016

COLUMBIA ACHIEVEMENT AWARD

2013-2015

DAVID REUBEN'S AWARD

2012-2016

DEAN'S LIST COLUMBIA COLLEGE

## EXPERIENCE CONT'D

ART DIRECTOR

2018 | MDRN METHODS

2016 | SAPIENTRAZORFISH

2016 | BLUECHIP MARKETING

JR ART DIRECTOR

2016 | PLAN B<sup>®</sup> AGENCY

SOCIAL MEDIA INTERN

2015 | CLUB COLORS

SET AND STILLS PHOTOGRAPHER

2013 | ANGUISH FILM LLC

PHOTOGRAPHY ASSISTANT

2013 | EDWARD DON & COMPANY