

KAREN HARTSHORN ART DIRECTION | CREATIVE MANAGEMENT

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career

ART DIRECTOR

Amazon: Workforce Staffing, AmazonDelivers.jobs | *Seattle, 2020–2021*

- Art directed and inspired designers, copy writers, and creative strategists to develop and deliver multi-platform, integrated recruitment marketing campaigns for AmazonDelivers.jobs
- Partnered with internal stakeholders and channel managers on the Community Engagement, AllAbilities, CamperForce, and PillPack teams to produce dynamic and innovative creative solutions for customer-focused initiatives
- Trained creative hires on Amazon's internal marketing automation tools and created SOP documents and templates for individual Nodes to ensure WFS's brand consistency nation-wide
- Comprehensive understanding of the Creative team's role and potential within the recruitment funnel

DIGITAL ART DIRECTOR

POP: Target.com | *Seattle, 2018–2020*

- Provided digital art direction and visual design for Target.com, leading a team of 30+ designers located in both Seattle and Costa Rica to generate and effectively prioritize high-volume and high-touch digital content that was delivered on-time and on-budget
- Produced digital assets for omni-channel campaigns from conception through final delivery for Target's high-profile partnerships, including: Starbucks, Disney, Nintendo, Sony, Mattel, Lego, Mars Wrigley, Unilever, 3M, S.C. Johnson, LG, Levi's & more
- Ensured strong Target branding blended with partner style guides for multiple customer segments
- Designed and presented internal strategy PowerPoints and pitch decks

DIGITAL ART DIRECTOR, CREATIVE MANAGER

Fullbeauty Brands: Roamans.com | *New York City, 2013–2018*

- Managed, lead and inspired a talented digital creative team to produce high-quality branded content across all platforms for Roamans.com (an authority in plus-size retail)
- Concepted, developed, and executed seasonal omni-channel creative campaigns, collaborating with eCommerce, Marketing, and Merchandising to establish and elevate a customer-centric vision
- Continually met and exceeded business goals for high demand-driven days including sitewide events, flash sales, and general merchandise events, notably through successful email marketing campaigns
- Planned and directed still life photo shoots to supplement digital campaigns
- Oversaw the Creative department's role in replatforming the brand's website to Salesforce (SFCC), training the team to design in a responsive manner and to utilize new work-flow tools (Jira/Trello)
- Liaison between Creative, eCommerce, Web Development and Merchandising teams to ensure open communication, promoting positive interdepartmental relationships based upon trust and transparency
- Established effective, results-oriented processes, now company-wide best practices

ASSISTANT DIGITAL ART DIRECTOR

Fullbeauty Brands: Roamans.com | *New York City, 2010–2013*

- Established a competitive online identity for Roamans.com as the brand experienced a major shift from print & catalog to the digital marketplace
- Produced and delivered weekly presentations of digital content, including homepages, emails, lookbooks, social media, affiliate marketing, targeted ads, and site enhancements
- Trained designers on both industry and creative trends in marketing, digital, and emerging medias

education

MA, INTERACTIVE MEDIA

Elon University, 2010

BA, ENGLISH

Elon University, 2009

specialties

art direction
leadership
digital branding & identity
creative strategy
digital marketing strategy
performance marketing
recruitment marketing
marketing automation
omni-channel campaigns
targeted email campaigns
campaign development
creative concepting
visual design & layout
responsive design
digital replatforming
digital asset management
still life art direction
studio art direction
project management
work-flow efficiency
professional mentoring

technical

Adobe Creative Suite
Photoshop
InDesign
Acrobat Professional
MS Office
PowerPoint
Project Management Software
Content Management Systems
UX/UI
CSS/HTML