

ERIN RUDE MOSSEY

I am a seasoned creative professional with a passion for establishing and enhancing brands. I started my career in the agency world working in fast-paced, highly collaborative environments. From a Junior Designer to an Associate Creative Director, I quickly worked my way up to a leadership role in five years. I enjoyed the thrill of working with high-profile companies, big budgets and multi-faceted projects, but I was intrigued at the idea of experiencing a more hands-on environment with smaller clients. While working at the last agency I was presented with a couple of substantial freelance opportunities which allowed me to do just that.

It's been eight years since I started my solo career and I'm accomplishing what I set out to do. I've had great opportunities to work with passionate small business owners, whip-sharp marketing departments and brilliant creative teams. My industry experience has grown from mostly retail / CPG companies and large financial institutions to boutique firms, the beauty industry, restaurants and technology companies to name a few. I am currently seeking opportunities to further fuel my passion for strategy, design and brand development.

EXPERTISE:



BRANDING



COLLATERAL



ONLINE



RETAIL



STRATEGY

LOGO DESIGN . **BRAND DEVELOPMENT** . ONLINE
ADVERTISING . ART DIRECTION . WEB DESIGN .
COLLATERAL . PACKAGE DESIGN .
SALES PRESENTATIONS . MARKETING STRATEGY .
DIGITAL MEDIA . **CREATIVE DIRECTION** .
POINT OF PURCHASE . ENVIRONMENTAL GRAPHICS .
PROMOTION GRAPHICS . **CAMPAIGN STRATEGY** .
CORPORATE IDENTITY . MENTORSHIP . CONTENT
STRATEGY . WEBSITE ARCHITECTURE . SOCIAL MEDIA .
INTEGRATED MARKETING . RESPONSIVE DESIGN .
COMPETITIVE ANALYSIS . IMAGE STYLING . DIRECT MAIL .
SITE PLANNING . ICONOGRAPHY . **POSITIONING** .

BRAND EXPERIENCE:



AGENCY EXPERIENCE:





MOSS KREATIV / EMRI DESIGN : CREATIVE DIRECTOR / STRATEGIST / DESIGNER : 2008 - PRESENT

- **ORECK** - Integral part in bringing upright vacuums to Target, Costco, Lows, JCPenny and other large retailers. From concept to completion, designed all packaging for big box retail as well as franchise stores - products ranging from vacuums, air purifiers, steamers and many more. Also created POP signage and art directed product photo shoots.
- **BROCATO** - Designed packaging and promotional kit for new line of permanent hair color products.
- **WOLTERS KLUWER** - Collaborated with Copywriters to conceptualize, develop and execute various direct mail campaigns, as well as supporting materials such as posters, micro-websites, flyers and brochures.
- **3M BLUE PAINTER'S TAPE / ABRASIVES / CHIM:**
Designed new retail branding concepts for Blue Painter's Tape. Designed packaging for new line of steel wool and sanding sponges. Concepted strategy and designed 2011 tradeshow booth for national industry conference (@Shinebox)
- **THIRD NORTH** - Performed a competitive analysis and environment audit to develop positioning and branding for a modern urban apartment building. Designed logos, collateral, identity system and environmental graphics.

- **MINNEHAHA ACADEMY** - Based on extensive positioning research, designed multiple brand concepts, logo and brand graphics, identity, collateral, signage, apparel and other brand items.
- **TECMARK LOYALTY** - Partnered with Technology Director to design user-interface for web portal as well as supporting presentation graphics for industry conference.
- **THE CREATIVE PARTNERS GROUP** - Partnered with boutique rep firm specializing in Target relationships to create presentations which included package design, POGs, POS signage, brochures and booklets.
- **BRAND DEVELOPMENT** - MISC. CLIENTS: Developed brand identities, websites and marketing materials for small and start-up companies providing unique solutions with limited resources.
- **MARKETING & CREATIVE DIRECTOR** - For multiple technology companies to sell in business, construct website architecture and design, integrating SEO and social networking.
- **AGENCY CONSULTING** - Periscope, Mindspark Creative, Shinebox, John Ryan, Marketing Architects, Marketing Lab

JOHN RYAN : SENIOR ART DIRECTOR / ASSOCIATE CREATIVE DIRECTOR : 2007-2008

- **CITIZENS BANK** - Print and Digital Art Director leading the creative team from strategic planning to development and execution for various merchandising and product promotional campaigns. Tactics include: POP signage and marketing materials, direct mail, engagement items.

Responsible for overseeing design and development of branch-wide digital network playlist which included branding and promotional spots as well as live weather, news and entertainment feeds.
- Developed Grand Opening event strategy and design which included initiatives for pre-opening, grand opening events and year long promotional campaigns for both traditional and in-store branches.
- **BANK OF AMERICA** - Concepted and designed retail guide book to educate branch managers on the brand and importance of carrying a consistent footprint throughout the bank.
- **SYNOVIS BANK** - Created various product campaigns with POP signage, brochures and direct mail.

- **RESPONSIBILITIES** -
 - Managed design and production process to ensure quality control and accommodate tight timelines.
 - Hired and directed Designers, Copywriters and Photographers
 - Engaged team members and outside resources for collaborative brainstorms and insightful focus groups.
 - Developed department plan to streamline processes and manage budgets.
 - Collaborated with account team to identify and present new and innovative marketing strategies to existing clients.
 - (Built valuable client and colleague relationships by leading the client team)
 - (Established successful peer relationships and (gave) team).
 - Partnered with Creative Director, Account Strategist and Sales Executives to create marketing and conceptual plans for new business RFPs.
 - Served as Creative Director during interim period.

CATAPULT : ART DIRECTOR : 2004-2007

- **PEPPERIDGE FARM** - Lead the creative team designing and directing other Designers, Production Artists, Illustrators, Copywriters and Photographers to create retail promotional campaigns for Target, SuperValue, Publix, Safeway and other retailers.

Instrumental role in strategic quarterly planning, concept through execution, in collaboration with Creative Director and account team.
- Oversaw design and production process, developing custom tempting system that created efficiencies which decreased client expense and increased agency profits.
- Conducive in creating Pepperidge Farm's Co-Marketing Brand Guidelines.
- **CONTINENTAL MILLS** - Headed up the creative team to concept and design FSI advertisements. Directed Illustrators, Stylists and Photographers on food photo shoot.

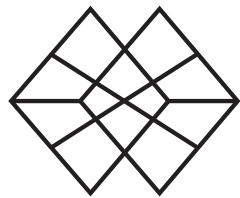
- **3M BLUE PAINTER'S TAPE** - Brought painting tips to life by illustrating, designing and directing photo shoot for six custom painted and decorated rooms for point of sale handout at Home Depot.
- **MISC. CLIENTS** - Collaborated with other Art Directors and Creative Directors to design various projects for clients including: Act II, Boost, Campbell's Soup, David Seeds, Land O Lakes, Orville Redenbacher, Slim Jim, SPAM, and others.
- **ADDITIONALLY** -
 - Collaborated with Creative Director to develop "IdeaLab" a proprietary brainstorming process.
 - Took an active, voluntary roll in mentoring Interns, Junior Designers and Production Artists.
 - Developed client-team organizational system later used as agency standard.
 - Interviewed, hired and managed Freelance Designers.

ALBARELLA DESIGN : PRINT & WEB DESIGNER : 2003-2004

- **CLIENTS:** Ranged from small start-ups and non-profits to fortune 500. Opus, Unitek, Cenex, CHS, Maxsun Furniture, Minnesota State Retirement System, Trophy Lakes Estates and others.

- **RESPONSIBILITIES** -
 - Worked as a Print and Web designer for small boutique design firm.
 - Collaborated with Creative Director and designers on various projects.
 - Designed identity systems, branding, collateral and websites for various clients.

BROWN COLLEGE : ASSOCIATES DEGREE IN VISUAL COMMUNICATIONS - EMPHASIZING GRAPHIC DESIGN : GRADUATED 2001



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