

GABRIELLE DRINARD ●

MARKETING AND CREATIVE LEAD

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BUILDING DEEP CUSTOMER RELATIONSHIPS WITH PURPOSE-DRIVEN & EMPATHETIC MARKETING AND BRAND DESIGN

SUMMARY

- 7 years cross-functional team management of external agencies and contractors, vendor relations, directing writers, web developers, production staff. Art directing and mentoring designers, leading by example and nurturing an atmosphere of both playfulness and risk taking to produce their best work.
- 5 years Marketing lead.
- 17 years total design experience –12 in-house or agency, 5 as free-lancer working directly with clients.
- MAIN FOCUS: Data driven digital marketing ecosystems, creative direction, design strategy, content strategy. Brand architecture, vision, strategy, story, messaging and guidelines. Typography, color, layout, and design systems. eCommerce, mobile, web, social, email, visual design, UX, UI. SEO, SEM. B2B, B2C.

SKILLS

Google analytics and reporting, Creative Cloud, Figma, Sketch, generative AI text and image, photography, advanced Photoshop compositing, video shoot & editing, copywriting, illustration, CRM, HTML, CSS, UX, UI, Microsoft Office Suite, compelling, persuasive presentations, client communications.

SUPER POWERS: Highly perceptive and empathic, strong vision, design point of view, and decision making.

EDUCATION

- Bachelor of Fine Arts in Graphic Design, California College of the Arts, San Francisco, CA, Honors
- Bachelor of Fine Arts in Illustration, Pacific Northwest College of Art, Portland, OR, Best Portfolio Award
- Web, Interactive, Programming Classes, Portland Community College, Portland, OR
- Hubspot Inbound Marketing Certificate
- ChatGPT Pro Certificate from Udemy

EXPERIENCE - MARKETING AND DESIGN LEADER

Marketing Director (and Acting Creative Director and Brand Manager)

Ace Industries, Inc Portland, OR | 2017 to 2/2023

BRAND STEWARD AND LEADER

- Executed on company goals, C-Suite executive advisor on special projects, communications, PR, and reputation management, resulting in unified messaging and improved customer retention.
- Spearheaded rebrand after successful pitch for buy-in. Facilitated day-long brand workshop for C-suite and 30 select employees. Conducted collaborative brand values & mission work session with CEO and COO.
- Co-hosted Brand Reveal live-stream event with CEO to rally 300+ national employees behind new logo.
- Oversaw agency design, UX and UI of website rebrand. Provided wireframes, visual prototyping, content and creative direction to ensure conveyance of industry credibility, thought leadership and brand values on site.

DELIVERING MARKETING VALUE

- Led the development and execution of fully integrated marketing plans using brand strategy, customer research and industry insights to amplify the brand and fuel customer demand.
- Established bi-monthly online sales utilizing full-funnel, multi-channel advertising, with 6 campaigns per year, increasing organic web traffic up to 46% and email subscriptions by 55%. During my tenure, eCommerce sales increased 200%.
- Transformed social media channels into memorable brand awareness vehicles best known for attracting talent, improving engagement and growth with a 647% increase in LinkedIn followers.

- Delivered a brand framework with differentiation strategy consisting of new logo, messaging, vision, mission, values, colors, fonts, tagline, brand voice and developed an asset library of stylized graphics, photography and video, communicating distinctive market position and promoting customer recognition.
- Created and maintained distribution calendar for sales, blogs, emails, digital marketing, and social media, consistently keeping client top-of-mind for customers, always providing value and compelling conversions.

Graphic Designer

KEEN Footwear Portland, OR | 2015 to 2017

Entrepreneurial, collaborative, in-house marketing team designer conceptualized, developed, and delivered innovative, story-driven campaign ideas, executed seasonal directives, produced assets, mechanicals, mockups, sketches and 3D renderings to scale for fabrication in a demanding environment. Built toolkits, brand guidelines, and maintained brand standards for KEEN brand and Uneek, Terradora and Utility sub-brands. Top-performing with a track record of delivering above-par work.

- Leveraged multi-project time management and organizational skills to set priorities and meet deadlines. Designed and built streamlined store window displays, in-store 3D environmental displays, POP graphics, outdoor banners, digital banners, email design, tradeshow graphics and booth environments.
- Handled various creative and design functions, including rapid creative conception and iteration, illustration, architectural drafting of designs within floorplans, photography and advanced Photoshop retouching.

Senior Graphic Designer

Nautilus, Inc Vancouver, WA | 2013 to 2015

Creative lead conceptualized, developed, and delivered innovative campaign development utilizing toolkits, brand guidelines, and maintaining brand standards for a large national fitness brand and its sub-brands. Brought together and led in-house creative and production staff.

- Oversaw Nautilus, Schwinn, Bowflex, and Universal brands. Drove creative vision, ensuring a standard of excellence and consistency across creative executions such as retail sell sheets, manuals, corporate presentation templates, key collateral, seasonal catalogs, in-box materials, magazine ads, direct mail.
- Art directed lifestyle photo shoots, providing story-driven concepts, design intents, wardrobe, location selection and style direction to meet company operational objectives.
- Conducted press checks and made color corrections.

Digital Designer

adidas eCommerce Portland, OR | 2012 to 2013

Consistently challenged boundaries to design and deliver engaging email campaigns for sales and product launches. Designed motion and static re-marketing banners, webpages, and hero banners. Recognized as a decisive leader and quality designer.

- Directed high-level strategic and creative planning to redesign product category landing pages to operate as shopping portals, providing previously untapped revenue source.
- Improved profitability by redesigning shoe customization ads to be the highest-performing to date.
- Brainstormed and created rapid iterations in response to analytics. Internalized and executed brand guidelines for Running, Football, Soccer, Originals and Stella Mc Cartney categories and brands.
- Conception, styling, and shooting product photography for designs. Transformative, detailed Photoshop imaging and retouching.

Production Designer

Nike Golf Beaverton, OR | 2012

Collaborated with Design Lead on campaign development and executing seasonal directives for golf apparel and footwear. Explorations to develop seasonal look and feel including advanced Photoshop imaging and retouching of athlete portraiture. Designed 3D in-store displays, created 3D renderings, drafted technical drawings for fabricators, designed catalogs, POP, packaging, presentations and window displays.

Free-lance Graphic Designer, Art Director, Digital Designer

Portland, OR | 2007 to 2012

Short term projects for a variety of patrons including Ann Taylor LOFT, Intel, Payless Shoe Source Latin America, The Miami Heat, The San Antonio Spurs, Cascade AIDS Project, Papa Murphy's Pizza & more.

