



KATIE JANSEN | CREATIVE DIRECTOR & HEAD OF OPERATIONS

Deeply understands the creative process and how to produce compelling content. Sees both the big picture and the smallest details. Employs fearless curiosity. Leaves things more organized and memorable than she found them. Adds energy to every conversation. Thrives multi-tasking in a fast-paced environment. Exemplifies calm under pressure. Leads teams with gusto and a smile.

POINT ONE PERCENT

Creative Director & Head of Operations, 6/16-present

- Conceptualize, plan and implement brand strategies for luxury companies on a wide array of projects including brand positioning, identity development, cross-channel advertising campaigns, video and digital production, content creation, print collateral and experiential
- Create, direct, mentor and oversee design and production teams
- Maintain project timelines and team workflow
- Ideate and produce photo and video shoots
- Develop and execute omni-channel marketing tactics and strategies
- Collaborate with account team on cross functional strategic plans for clients
- Select and negotiate photographers, illustrators, directors and writers
- Produce and lead talent castings
- Work with team to conceptualize and develop new business pitches
- Present for creative team at client meetings and presentations
- Oversee pre / post production and press checks
- Strategize and execute business plans with executive team

Associate Creative Director, 11/12-6/16

Senior Art Director, 6/07-11/12

Senior Designer, 6/05-6/07

LUQUIRE GEORGE ANDREWS, INC.

Designer, 7/03-6/05

SELECT CLIENTS

Asprey London, Bonhams, Cos Bar, Equinox Fitness, Erno Laszlo NY, Hudson Yards, Intermix, Ippolita, New & Lingwood, Paul Stuart, Related Companies, The Standard

SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat), Google G Suite, Microsoft Office, social media platforms, photo/video shoot production, talent sourcing and negotiation, casting, workflow and timeline coordination, team management

PORTFOLIO:

KATIEJANSEN.ME

347-306-3872

KATIE.A.JANSEN@GMAIL.COM

EDUCATION

East Carolina University: School of Art, graduated magna cum laude in May 2003 with a BFA degree in Communication Arts: Graphic Design, 9/99-5/03