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natalie dowd

CREATIVE DIRECTOR
GRAPHIC DESIGNER



resume

Bensalem, Pennsylvania

experience

2014 - Present

Hand & Stone
Massage and Facial Spa
HSM Advertising, Inc.

Creative Director

- Leads the visual and artistic direction of the brand, transitioning print presence to digital platforms.
- Plays a pivotal role in shaping brand strategy, contributing to the expansion of over 550 spas.
- Manages a team of junior designers, fostering creativity and maintaining brand integrity.
- Orchestrates photo shoots, manages creative workflow, and collaborates with vendor partners.
- Ensures standardized branding across all advertising materials, supporting franchisees.

2011 - 2014

American Driveline Systems
**AAMCO and Cottman
Transmissions**

Art Director

- Collaborated directly with the VP of Marketing, overseeing all in-house design projects.
- Produced a wide range of marketing materials including posters, brochures, and web banners.
- Maintained brand consistency across various marketing materials and channels.
- Worked closely with franchisees to ensure effectiveness and brand alignment.

2009 - 2010

Freelance

Freelance Graphic Designer

- Accumulated extensive experience across various roles and industries.
- Produced print materials including advertisements, posters, banners, and brochures.
- Developed HTML websites and managed site maintenance through CMS platforms.
- Created illustrations for personal stories and memoirs, contributing to webzines.

2009 - 2010

Town & Country
Living Magazines

Graphic Designer

- Designed advertisements and page layouts for editorial departments across multiple magazines.
- Updated website content and photos following each issue's publication.
- Conducted color proofing at the printer to ensure accurate color correction.

education

Awarded
from

Associates Degree in Graphic Design
Web Design/Multimedia Certificate
Bucks County Community College

- 2010
Web Design/Multimedia Certificate
- 2005
Graphic Design Associates Degree

skillset

InDesign

Photoshop

Illustrator

Adobe Xpress

Email CRMs

PowerPoint

HTML/CSS

*Currently preparing to enhance skills
in Figma and Adobe After Effects*

references

available upon request