



# CAROLYN EYLER

CREATIVE LEADER & MANAGER. PROBLEM SOLVER.

## EXPERIENCE

### CREATIVE DIRECTOR/MANAGER

SFA MARKETING

2017/PRESENT

Plans, schedules, art directs, designs and manages all workflow elements related to print & digital marketing collateral campaigns—programs include full website development, microsites, social media, online campaign programs, email campaign, branding, brochures, advertising and catalogs to digital ebooks. Involved in every aspect of the project from client meeting, scheduling, brainstorming, strategy, design right through to final delivery to client. Effectively keeps deadlines and budgets and also presents layouts and works directly with clients to achieve their marketing needs and goals. Oversees and provide leadership to the creative and web team. Works closely with Business Development Director to come up with new strategies and to engage new clients. Manages freelancers and vendors.

### ART DIRECTOR/ SOCIAL MEDIA & WEB MANAGER

CENTRIX

2016/2017

Oversaw print & digital design/branding/social media functions across \$22M Dental Manufacturer. Concepted, designed and managed all creative ideation sessions, as well as all digital marketing channels (including social media and websites) and collaborated directly with VP of marketing, marketing manager & product managers on marketing strategy, creative department execution and campaign reporting and development. Created and maintained workflow calendars for a fast paced department.

### SENIOR ART DIRECTOR

ZAG INTERACTIVE

2014/2016

Designed digital marketing assets spanning web sites, email campaigns, online/programmatic advertising, social media, landing pages and mobile apps. Involved from first brainstorm right through to final delivery of elements to clients. Worked directly with web group, marketing team and copy developers while multi-tasking several projects.

### SENIOR ART DIRECTOR

SFA MARKETING

2010/2014

Concepted, designed and managed all workflow elements related to print and digital marketing collateral campaigns—programs included brochures, direct mailers and catalogs to digital ebooks, online banner programs and web sites. Worked closely with creative director, partners, writers, account managers and developers on idea, strategy, design and deployment. Effectively presented layouts and worked with clients to meet their creative needs.

### CREATIVE DIRECTOR

RED 7 MEDIA (NOW ACCESS INTELLIGENCE)

2004/2010

Oversaw 4-person creative services and production group for Inc. magazine's fastest-growing publishing company in the U.S. (2005-2006). Amid a hyper-paced entrepreneurial environment, was responsible for all creative spanning magazines, web sites, marketing, events and trade shows, books, etc.

## EDUCATION

### BACHELOR OF ARTS

SOUTHERN CONNECTICUT STATE UNIVERSITY

1998 / 2002

Bachelor of Science in Studio Art. Specialization in Graphic Design. Minor in Spanish (Fluent).

## DESIGN RECOGNITION

ADVERTISING EXCELLENCE, DENTAL PRODUCT SHOPPER: NoCord VPS

WEBAWARD BANK STANDARD OF EXCELLENCE: Investors Bank

AMERICAN GRAPHIC DESIGN AWARD WINNER

AMERICAN IN-HOUSE DESIGN AWARD WINNER

THE COMMUNICATOR AWARD WINNER

Phone  
203.671.5090

Email  
carolyneylerdesigner@gmail.com

Website  
www.carolyneyler.com

LinkedIn  
www.linkedin.com/in/carolyneyler

## SUMMARY

High-energy, collaborative, award-winning creative leader and manager with 10+ years experience spanning marketing agencies, digital agencies, media companies and design studios is looking for the next great career chapter. Thrives in a group dynamic and works extremely well with others. Experience in B2B with emphasis in healthcare, publishing, manufacturing, banking & finance, media & entertainment. Very excited to become a part of your organization.

## PROFESSIONAL SKILLS

ADOBE CREATIVE SUITE  
Photoshop, XD, Illustrator, InDesign,  
Acrobat Pro, AfterEffects, Bridge

SOCIAL MEDIA     

ACCOUNT/PROJECT MANAGING

HTML

MARKETING AUTOMATION (ACT-ON)

PRE-PRESS/PRE-FLIGHT

## PERSONAL SKILLS

MULTI-TASKER

TEAM PLAYER

COMMUNICATOR/LISTENER

STRATEGIC THINKING

DEADLINE AND DETAIL ORIENTED

PROBLEM SOLVER

IDEA GENERATOR