



# CAROLYN EYLER

CREATIVE LEADER & MANAGER. PROBLEM SOLVER.



## EXPERIENCE

### CREATIVE DIRECTOR/ PROJECT LEAD

STIFEL MARCIN 2021-PRESENT

Manages multiple agency clients, project requirements and staffing schedules in a dynamic and responsive environment. Helps guide all members to achieve goals, as well as clearly communicates expectations and deadlines to ensure Account Services, Creative Teams and Digital Teams can work effectively and cohesively. Provides creative direction within a campaign and executes designs for emails, websites, social media, responsive campaigns, remarketing campaigns.

### CREATIVE DIRECTOR/ ACCOUNT MANAGER/ PROJECT MANAGER

SFA MARKETING 2010-2014 2017/2021

Plans, develops schedules, streamlines workflows, provides leadership, art directs, designs and manages all workflow elements related to print & digital marketing collateral campaigns while providing superior client support. Involved in every aspect of the project from client meeting, scheduling, brainstorming, strategy, design, execution 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 Partners and 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. Conceived, 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.

### 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, in-house departments 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)

MAILCHIMP/CONSTANT CONTACT



## PERSONAL SKILLS

MULTI-TASKER

TEAM PLAYER

COMMUNICATOR/LISTENER

STRATEGIC THINKING

DEADLINE AND DETAIL ORIENTED

PROBLEM SOLVER

IDEA GENERATOR