



CAROLYN EYLER

CREATIVE LEADER. DESIGN PROFESSIONAL.

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EXPERIENCE

CREATIVE DIRECTOR

SFA MARKETING

2017/PRESENT

Concept, design and manage all workflow elements related to print and digital marketing collateral campaigns—programs include websites, landing pages, social media, online banner programs, brochures, direct mailers and catalogs to digital ebooks. Involve in every aspect of the project from first brainstorm, strategy, design right through to final delivery of elements to clients. Effectively presents layouts and works with clients to meet their creative needs.

ART DIRECTOR/ SOCIAL MEDIA 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.



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



SUMMARY

High-energy, collaborative, award-winning creative leader with 15 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. Very excited to become a part of your fast-paced organization.



PROFESSIONAL SKILLS

ADOBE CREATIVE SUITE

Photoshop, Illustrator, InDesign, Acrobat Pro, AfterEffects, Bridge



SOCIAL MEDIA



HTML



MARKETING AUTOMATION (ACT-ON)



PRE-PRESS/PRE-FLIGHT



PERSONAL SKILLS

TEAM PLAYER



COMMUNICATOR



DEADLINE-ORIENTED



PROBLEM SOLVER



IDEA GENERATOR



MULTI-TASKER

