

SARAH SIMPSON

Callahan, FL 32011 ■ 904.263.4568 ■ info@greatresumesfast.com ■ linkedin.com/in/jessicaholbrook/

EXECUTIVE CREATIVE DIRECTOR

RELATIONSHIP BUILDING ■ CLIENT-FACING SOLUTIONS ■ BALANCING CREATIVITY & BUSINESS ■ LEADERSHIP DEVELOPMENT

Creative director and business leader with 18 years of experience in creative direction, business development, photography, graphic design, and people management. Record of building creative and business teams, inspiring them to produce exceptional concepts that take the organization to the next level. Brand ambassador, able to connect with diverse, high-wealth clientele, leveraging data and creativity to achieve their preferences and requirements. Offering a balance of business understanding, marketing expertise, and collaborative leadership to position the organization for success and longevity.

- ✓ **Launched shared-screen technology** to allow designers to make client-facing presentations that better articulate offerings to prospects and help them make informed decisions, cutting the designers' time by **20%** and reducing customer cost.
- ✓ **Increased projects 35%** by estimating the client's budget and price range upfront based on historical data from similar projects, documenting everything and sharing the data with the client, plus cutting contract length 50%.
- ✓ **Grew contract closings 68% and growth in gross revenue** in 2018 and 2019 with a profit margin increase of **40%**.



CORE COMPETENCIES

Creative Direction & Execution ■ Strategic Business Planning & Development ■ Brand Strategy ■ Marketing & Sales
Customer Relationship Management ■ Collaborative Leadership ■ Creative Team Building & Leadership
Structured Design Approach ■ Drive Innovation ■ Diverse Audience Connection ■ Corporate Marketing Objectives
Customer-Centric Solutions ■ Storytelling ■ Visual Design ■ Resource Management ■ Internal & External Partnerships

CAREER HISTORY

COLLABORATIVE DESIGN | Callahan, FL | 2016 to Present

HEAD OF BUSINESS DEVELOPMENT

Creative Strategy & Direction ■ Sales ■ Customer Relationship Management ■ Brand Ambassador

Drive operational efficiency via business intelligence as well as growth via sales and marketing across all creative and business channels. Act as the face of the organization and as a storyteller to help forge relationships between designers and prospective clients. Interact daily with customers and strategic partners inside and out of the organization. Remove project barriers to keep projects moving forward while implementing process improvement to create new projects. Advance proven design principles and frameworks to structure winning approaches and inspire innovation.

- ✓ **Boosted profit margin 40% by infusing creativity and business savvy** to a company that formerly operated in a strictly analytical method, bridging the gap between creative talent and the analysts to highlight the value of both sides.
- ✓ **Yielded 68% growth in contract closings and gross revenue for 2018 and 2019** by streamlining the contract, client onboarding, and work processes while creating an actionable brand strategy and inspiring design creativity.
- ✓ **Penetrated a very exclusive and cliquish market** with **30** projects on the books by joining the Vail Board of Realtors and sponsoring classes to build strategic relationships with brokers, leading to **50%** of the projects originating in Vail today.

CAREER HISTORY (CONTINUED)

JEREMY SIMPSON INC. | Callahan, FL | 2002 to Present

CREATIVE DIRECTOR

Creative Strategy & Direction ■ Business Development ■ Building Creative Teams ■ Marketing

Headed the creative, business, and branding strategy behind client projects to achieve their requirements. Recruited creatives and directed the team in high-quality innovation, motion work, and graphic design. Collaborated with in-house creative talent and the client's team to meet their objectives via the latest trends in design, advertising, and marketing. Focused on clients in commercial, energy, and real estate development companies as well as national interior design and architectural firms.

- ✓ **Realized a 42% increase in bookings and reservations, plus a 60%+ surge in inquiries** after reinforcing a multi-use development company's marketing materials via a series of hero visuals via still photography, motion work, and layouts.
- ✓ **Set the vision and direction for a complex project**, revitalizing the sales team by helping them see the project as an opportunity for creativity, relationship building, and future sales rather than a single transaction.

ADDITIONAL CAREER HISTORY

ASSISTANT | TRIPLE PICS PHOTOGRAPHY, Dallas, TX | 1996 to 1998

GRAPHIC DESIGNER | ZENA ASSOCIATES, Dallas, TX | 1995 to 1996

EDUCATION

Bachelor of Arts in Advertising | Arts Minor

University of Texas at Dallas, TX

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

ASMP | American Society of Media Photographers, Member