



SUMMARY

Versatile and innovative in-house creative director with 15 years' experience in branding and marketing, including six years leading a creative team at Google. A strategic problem-solver with a proven track record of creating engaging brands and campaigns that stand apart from competitors and grow brand recognition. Strengths include cross-functional collaboration, prioritizing, and meeting deadlines in a fast-paced environment, and translating business and brand strategy into creative solutions that drive results. Bringing a passion for developing breakthrough, insights-driven creative using imaginative yet functional design.

SKILLS

CORE COMPETENCIES

- Brand Design / Brand Identity
- Art Direction
- Graphic Design
- Web / Digital / UX Design
- Typography
- Creative Strategy
- Collaboration
- Communication
- Problem Solving
- Leadership
- Flexibility
- Attention to Detail
- Project Management

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EXPERIENCE

CREATIVE DIRECTOR at GIGAMON

November 2023 - Present

- Led a collaborative effort across content, PMM, product design, and UX teams to audit and unify creative assets with brand goals, establish consistent visual elements across all marketing materials, and maintain brand integrity across various channels.
- Collaborated with external agency to create a new advertising campaign that generated a 15% increase in brand engagement.
- Worked with cross-functional teams to optimize content creation process, resulting in an increase in content production efficiency.
- Established templates and processes to ensure brand consistency in social media content, leading to a 25% increase in follower engagement.
- Created visually appealing trade show booth designs that captured attendees' attention and implemented a social media campaign to promote our trade show presence, resulting in a 18% increase in booth visitors.

CREATIVE DIRECTOR at GOOGLE

March 2017 - March 2023

- Developed a comprehensive brand identity package, including visual direction, color palette, typography, and unique brand personality and voice; implemented new brand guidelines across all marketing materials, resulting in a boost in brand consistency and recognition.
- Conceptualized and executed a successful rebranding campaign that was completed ahead of schedule and increased overall brand awareness by 25% within six months.
- Directed the end-to-end creative development and execution of integrated campaigns, including digital, print, social, email, display, web, and OOH.
- Spearheaded market research survey and analysis to identify new target market segments/personas; utilized insights to tailor creative concepts to target audiences, leading to a 35% increase in customer acquisition.
- Collaborated with UX and engineering teams to build new website, email design system, customer portal, and buy flow that improved the overall user experience and led to a 30% increase in conversion rate and 20% decrease in support calls.

SOFTWARE

- Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects)
- Figma
- Sketch
- Microsoft 365
- Google Workspace

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Chapel Hill, NC

Bachelor of Arts (B.A.):

Journalism and Mass Communication, concentration in Advertising

VCU BRANDCENTER

Richmond, VA

Business, Master of Science (M.S.):

Branding/Advertising, concentration in Art Direction

- Conducted A/B testing, analyzed performance data, and optimized digital marketing and social media campaigns to increase click-through rate by 155% and engagement by 53%.
- Managed and mentored freelance creatives and studio design team, ensuring all deliverables aligned with creative strategy and brand tone.

ASSOCIATE CREATIVE DIRECTOR at APPLIED UNDERWRITERS

January 2011 - December 2016

Managed and collaborated with freelance writers and designers, vendors, production artists, event planners, and web developers, overseeing all aspects of creative development and execution from conception to completion.

- Coordinated multiple projects across cross-functional teams and external vendors to produce deliverables on time and within budget.
- Conceptualized, designed, wrote, edited, and produced branded event materials across all touchpoints, including elaborate save-the-date and invitation kits, signage, itineraries, swag, print booklets, and presentations.
- Devised creative briefs for innovative direct mail pieces, guiding creative and production teams in development and execution to ensure brand consistency and deliver materials on-time, on-strategy, and on-budget.
- Planned and organized client incentive trips and events, overseeing budget management, vendor coordination, and event orchestration.
- Launched successful rebranding of subsidiary medical care company, Promesa Health; redesigned all related web and print collateral.

GRAPHIC DESIGNER / COPYEDITOR at CHRISAD MARKETING

January 2009 - December 2010

- Edited the design and copy for all marketing collateral.
- Designed templates and formatted layouts for brochures and other marketing materials.
- Managed a team of proofreaders and designers; assigned projects based on workload, budget, and areas of expertise to ensure the highest quality of work.
- Communicated project scope, schedule, and budget with both clients and contractors.