



# SHARON KLEIN

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Entrepreneurial, hands-on art director who delivers powerful design solutions and user experiences. Talented developer of new business relationships and vendor/freelancer teams. Fluent in managing analytics and budgets along with the creative process. Experienced across a broad range of business categories: consumer goods, finance, technology, healthcare and non-profits.

## AREAS OF EXPERTISE

Creative Direction • Project Management • Brand Identity • User Experience • Integrated Digital / Print Media

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## PROFESSIONAL EXPERIENCE

### **Art Director, Brand and Design Consultant | 2014 - Present**

Passion for creating user experiences that deliver clear messages effectively across media, including online, collateral, packaging, point of purchase displays and other platforms. Track record in improving the profitability of companies.

#### **Alchemy Creamery**

Improved sales for manufacturer of dairy-free, vegan ice creams by designing new signage that made it easy for customers to move through the ordering process. Infused their “fun” brand into promotional materials and online fundraising campaign with branded graphic elements and photography.

#### **C-Spot**

Engaged by this website for premium chocolate ratings and reviews to create a brand from scratch. Conceived “D7” as a brand for their collection of rare specialty chocolates made from designated heirloom beans sourced globally. Brought D7 brand to life with packaging geared toward the high-end specialty consumer.

#### **Organic Food Incubator**

Revamped OFI’s marketing materials to present them as a leader in launching and building new food brands. Corralled disparate messages into clear presentation of OFI’s process online and in collateral. Added human dimension to marketing materials, making OFI memorable. Designed POP packaging for small-sized product to have big visual impact. Consulted on website content strategy.

#### **Heirloom Cacao Preservation Fund**

Worked with Board of Directors to re-design the image of this not-for-profit organization supporting chocolate industry professionals, makers, farmers and enthusiasts. Created simple, inspirational logo that references cacao farmers, consumers of chocolate and cacao trees themselves. Revised their website homepage, promotional materials and online newsletter to convey the organization’s mission with impact and incorporate new branding.

#### **Alliance Bernstein**

Supported sales through creating and updating sales collateral (brochures, white papers, info-graphics, charts and graphs) for internal clients in Equities, Offshore, Retirement and Defined Contribution divisions.

### **Sales and Marketing Representative | The Villa Home Collection/Classic Home | 2014-2015**

Started pipeline from scratch in NY / NJ / CT / NE for this fashion-forward furnishings manufacturer and distributor. Developed 200+ prospects among interior designers, real estate developers, realtors and furniture stores.

### **Creative Director | SKGD | 1998-2014**

Expertise in conceiving and translating strategic plans into marketing and communications programs and developing strong brand-building creative campaigns. Fluent in integrating corporate identity into websites, sales/promotional materials.

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# SHARON KLEIN

## PROFESSIONAL EXPERIENCE

### SKGD (continued)

Assembled and led nimble teams to match the needs of clients, comprised of agencies, vendors, SEO experts, social media talent, programmers, copywriters, photographers and production assistants. Groomed talent in design, technical and marketing areas, promoting them into leadership roles by providing on-going training and capitalizing on their strengths.

Constructed and managed budgets for all projects, including complex multi-faceted website re-designs, in collaboration with developers, writers, photographers and illustrators. Tracked project financials for clients. Delivered on time and on budget.

Analyzed data to create graphics and charts for financial clients and informational presentations.

Re-branded 65 year-old North Shore Animal League, visually making the organization relevant to a younger, current audience. Led re-design of website and social media, driving a 30% increase in traffic and 15% lift in online donations. Provided a divisional creative strategy that leveraged the core brand. Created brand guidelines and corporate identity for 6 divisions.

Branded DAVO Technologies as the elegantly simple sales tax processor. Developed selling and advertising materials to present their complex product with clarity.

Re-oriented 20 year-old media company Novak Video brand away from video to legal services with the name Novak Trial Services, creating online presence and collateral credited with increasing revenue by 30%.

Led re-design of Acrow Corporation website for an international audience, involving project management of developers and translators for multi-language sites, including all sales collateral, continuing their global reach.

Designed AccuTutor's new corporate website to showcase their expanded services, plus marketing and sales collateral materials including: brochures, print ads, promotional materials, sell sheets, and SAT study guide for Manhattan-based educational service provider.

Created brand strategy for The Parkinson's Disease Foundation that enhanced awareness of their mission via marketing programs, communications material, development efforts, events and special projects. Drove fund-raising increases of 20 %. Managed complex set of projects averaging over 100 per year.

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## EDUCATION

Parsons School of Design | Bachelor of Fine Arts, Communications  
Carnegie-Mellon University | Communication Design studies

## DEVELOPMENT

Noble Desktop + General Assembly | Web Development, UX Fundamentals, HTML Email, Wordpress Bootcamp

## KNOWLEDGE BASE

InDesign, Illustrator, Photoshop, User Experience, PowerPoint, Social Media, Wordpress, HTML5 & CSS3

## AWARDS

Art Direction Magazine — Logo design | Graphic Design USA — Logo and package design