



# 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, food, finance, technology, healthcare and non-profits.

## AREAS OF EXPERTISE

Brand Identity • Integrated Digital / Print Media • UX • Creative Direction • Project Management • Client Relations

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## PROFESSIONAL EXPERIENCE

### **Art Director, Digital, 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.

#### **Hotel Chocolat USA**

Supervisor, Design, Sales and Marketing, Corporate Sales, Events — I am presently working for the British luxury chocolate brand Hotel Chocolat at their flagship store by Grand Central in New York City and their second store at the Garden State Plaza, as a supervisor, my position includes sales, marketing, corporate sales, events, design and hosting chocolate tastings.

#### **Anchin | Accountants and Advisors**

Art direction and design creating and updating sales collateral, report to multiple Marketing Directors.

#### **The Wolcott Hotel**

Digital art director, designer and content creator for email marketing campaign.

#### **Wharton Property Advisors**

Strategy and design for digital and print sales materials to freshly market Manhattan commercial real estate firm.

#### **Ashanty Chocolate**

Re-branded company and re-designed packaging for African inspired line of five dark and milk chocolate bars geared to the gift market utilizing the unique concept of printed fabric wrappers.

#### **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.

#### **Jillian's Circus**

Digital art director, designer and content creator for email marketing campaigns, social media and branding. Clients range from restaurants to real estate, security, consumer goods and services.

#### **Chocolat Moderne**

Sales and marketing for unique factory/store. Product line includes handmade and filled chocolate bon bon's, bars created daily. Social media marketing. Direct sales to local businesses and chocolate stores. Spirits, wine and chocolate pairing events.

#### **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 collateral materials and online fundraising campaign with branded graphic elements and photography.

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# SHARON KLEIN

## PROFESSIONAL EXPERIENCE

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

Started pipeline from scratch in NY / NJ / CT / New England for this fashion-forward furnishings, hard /soft goods, rug and lighting manufacturer. Developed new prospects among interior designers, real estate developers, realtors, stagers and furniture stores. Extended Classic Home's client base into independents. Consulted with designers on color options.

### **Sales and Marketing Representative | Braxton Culler, Designmaster, Stylecraft and Lite-Source | 2014-2015**

On the road sales in the tri-state area to retailers and interior designers for furniture, rugs, seating and lighting.

### **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.

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.

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 educational services 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 Dev, UX Fundamentals, HTML Email, Wordpress Bootcamp

**Knowledge Base:** InDesign, Illustrator, Social Media, Email Campaigns, Photoshop, UX, PowerPoint, HTML5 & CSS3

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

*\*References and full client list available upon request*