



SHARON KLEIN

www.skgd.net | 917-538-0593 | www.linkedin.com/in/sharonklein2 | sklein@skgd.net

Experienced, 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 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 • Content Creation • UX • Creative Direction • Project Management

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.

ORT | Educational Network

Save the Date digital design for the 100th year anniversary event honoring the head of World ORT. Invitation to follow. Reporting to the Director of Marketing and Communications.

DailyFX | Financial Services

Art direction/design, creating landing pages, sales collateral, advertising and digital assets for Marketing department, Head of Product and US Content Operations Director.

Nadex | Financial Services

Art direction/design, creating landing pages, sales collateral, infographics and website design for day trading audience reporting to both Senior Marketing & Strategy and Content Managers.

Anchin | Accountants and Advisors

Art direction/design creating branding and sales collateral for cybersecurity division, reporting to multiple Marketing Directors.

Grocer's Daughter Chocolate

Branding, consumer packaging and name development for a line of chocolate discs geared toward snacking and baking.

The Wolcott Hotel

Digital art director, designer and content creator for email marketing campaigns geared towards retaining current clientele.

Wharton Property Advisors

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

ZORA Chocolate

Branding and typeform design for ZORA Chocolate who is creating a chocolate line sourced from beans grown in Ghana on the West Coast of Africa.

Alliance Bernstein | Financial Services

Support sales through creating or redesigning collateral (brochures, white papers, info-graphics, charts and graphs) for internal clients in Equities, Offshore, Retirement and Defined Contribution divisions, reporting to multiple Marketing Directors.

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PROFESSIONAL EXPERIENCE

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.

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.

Jillian’s Circus

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

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.

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

Infused their “fun” brand into promotional collateral materials and online fundraising campaign with branded graphic elements and photography. 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.

Hotel Chocolat USA | November 2018 - April 2020

My broad portfolio encompasses sales, creative business development, design, social media, corporate sales, marketing, events and hosting chocolate tastings/pairings. I serve on the team that launched this British luxury chocolate brand and fueled its growth at their flagship NYC and NJ stores. Am a member of the core team that drove the success of initial locations, laying the foundation for Hotel Chocolat’s further expansion to additional stores in NY and Washington, DC.

- Initiate and close corporate sales to businesses and leading consumer brands, including Hugo Boss.
- Conceptualize and design innovative packaging and collateral for premier luxury goods customers and outreach.
- Bridge cultural gap between British brand and US market with unique chocolate flavor and product ideas.
- Conduct chocolate tastings and other popular experiences that led to loyal customers.
- Meet constantly changing environment with flexibility and creative problem solving.
- Spice up merchandising displays with design savvy.
- Engage, enchant and educate customers with product knowledge and customer service, leading store to achieve sales goals.



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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.

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-branded 20 year-old media company Novak Video from video to legal services with the name Novak Trial Services, creating wordmark, an 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.

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

Development: Noble Desktop + General Assembly | Visual Design, Web Dev, UX Fundamentals, HTML Email, Wordpress

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

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