

Janine Cummings

Omnichannel Creative
Marketing Professional
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A hands-on strategic Creative and Marketing Professional. Expert in strategic seasonal planning. Data-driven and a natural team leader specializing in targeted copy, design and marketing solutions with a clear plan of approach for meeting defined goals. Commendable record of delivering projects accurately, on time and within budget.

Specialties:

- Data Geek
- Ecommerce Expertise
- Brand Strategy
- Digital & Traditional Marketing
- UX Best Practices and Navigation
- Dynamic Presentations
- Strategic Art, Copy & Photography Direction
- Project Management
- Customer-Focused Communication
- Interactive Staff Development

Professional Activities:

Featured speaker, Guest portfolio advisor:

Loyola University, Chicago, IL
Columbia College, Chicago, IL
The International Academy of Design And Technology, Chicago, IL
School of the Art Institute, Chicago, IL

Instructor and past Junior Board member: Jobs for Youth, Chicago, IL; a non-profit organization that teaches economically stressed students ages 16-24 job attainment skills

Education:

Massachusetts College of Art,
Graphic Design Certificate
Two-year comprehensive program
Boston, MA

Fitchburg State University,
Bachelor of Science
Communications /Media
with a specialization in Photography
Fitchburg, MA

"Go that way. Really fast. If something gets in your way, turn."

Freelance Creative (2017 – Present)

Designer, Art Director and Creative Director

- Photo Art Director - SGK Global Marketing: Art directed fashion on-set for the Nike account.
- Art Director - Printer's Row Wine: Developed/designed marketing and store design strategy.

Marbles The Brain Store, Chicago, IL (2016 – 2017)

Director of Creative and Marketing Communications

- Responsible for the ideation, content creation and development of marketing assets, marketing plan schedule, product launch support materials and all print and digital advertising.
- Directed a team that produced in-store marketing, floorset directions, window design, email marketing, website design, social media, catalog, direct mail, photography, videography, design and copy.
- Refreshed old video style to new, modern and shareable format.
- Planned seasonal marketing promotions and guided the team to execute integrated marketing programs across all marketing channels.
- Built and maintained a marketing promotional calendar that was shared company-wide.
- Wrote RFP's and met with vendors to gather competitive bids for catalog and direct mail printing, outsourcing photography and testing pop up store locations.
- Managed content creation, customer segmentation and implemented A/B testing in Mailchimp email platform.
- Developed affiliate relationships to acquire new customers.

Freelance Creative (2014 – 2016)

Designer, Art Director and Creative Director

- Creative Director - JHarper Design: Designed logo & branding identity, consumer-facing website, brochures, print ads and advised on marketing strategy.
- Art Director - Evoke: Produced concepts for Valentine's Day, Father's Day, and Holiday targeted designs for Sears and Kmart digital and print marketing materials.

Blick Art Materials, Highland Park, IL (2011 – 2014)

Creative Director

- Turned a catalog production team into an in-house, full-service agency capable of providing marketing materials across all digital and traditional marketing channels.
- Led e-commerce initiatives to help conversion such as checkout and shopping cart redesign.
- Designed and implemented production processes and added production software to successfully handle the work volume increase without adding head count.
- Leveraged Google Analytics to identify pages with high bounce and exit rates, test landing page variations and optimize merchandising on popular pages within the site.
- Supported Marketing, Merchandising and Web Development teams by participating in strategic planning initiatives leveraging an extensive knowledge of retail marketing, e-commerce strategy and branding.
- Led a consumer research project that involved an online survey and interviews with customers in their homes. Successfully applied the data collected to refresh digital and print marketing messages and tactics.
- Studied the competitive landscape and refreshed branding for packaging, web design, web marketing, magazine ads, direct mail, catalog, trade show graphics, photography and corporate communications. Created a cohesive branded look across all marketing channels.
- Provided targeted communication for two segments, price-sensitive art teachers and professional artists. Created compelling web and print materials that deliver appropriate messaging to each audience increasing performance in each segment by 16% and 12% respectively YOY.
- Managed complex marketing initiatives to produce a cohesive holiday marketing campaign resulting in a 9% increase in performance YOY in the professional artist segment.

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FTD Downers Grove, IL (2009 – 2011)

Creative Director

- Led, motivated and mentored a team of up to 20 full-time and freelance employees.
- Created a scalable, fully integrated in-house agency capable of producing top-quality marketing communications by merging two separate B2B and B2C teams into one cohesive department.
- Led A/B testing efforts for email campaigns and digital advertising. Tested subject lines, creative and offers and applied test winners to ongoing digital marketing efforts.
- Continually analyzed open rates, click-through rates, conversion and click maps of emails and landing pages to optimize targeted digital marketing and web assets.
- Managed the budget to cut over one million dollars in creative spend in less than two years by reducing head count and taking work that was being produced by outside agencies back in house.
- Launched a major redesign of the FTD brand, including a total redesign of the website. Refreshed photography, graphic presentation, brand positioning and copy tone.
- Defined and integrated brand standards for use in all marketing materials and consumer communications.
- Created and implemented production processes to better manage a smooth workflow.
- Created major cobranded programs for partners like The Smithsonian Institution and Better Homes and Gardens.
- Successfully redesigned and managed segmented direct mail programs that resulted in response rate of 1.66% (compared to .99% YOY) with a combined conversion rate of 52.5%.

SGK Global Marketing (Schawk!), Chicago, IL (1999-2009)

Creative Director

- Provided complete creative direction for the strategic development, graphic presentation, copy tone, and execution of marketing materials that support the client's brand and communicate effectively to the target audience.
- Partnered with the New Business Development team to meet directly with prospective clients and understand their advertising needs.
- Responsible for brand architecture and brand management including understanding the needs of target consumers and meeting client goals.
- Provided innovative strategies for current clients and new business prospects and created a variety of strategic solutions for each client.
- Presented creative with confidence to current and prospective clients.
- Managed budgets and project resources to maintain profitability.

Associate Creative Director

- Managed and directed a creative staff of up to 10 direct reports including scheduling, performance issues and reviews, and development opportunities.
- Maintained and protected the integrity of client brands; assisted in the development of branding strategies.
- Provided final approval on all layouts, style guides, lighting direction, and models to ensure client satisfaction.

Senior Art Director

- Directed designer teams for project presentation.
- Coordinated and art directed photography, set design, props, hair/make-up and styling for fashion and still photography.

Filene's/May Company, Boston, MA (1991-1999)

Fashion Art Director, ROP

Assistant Art Director, Direct Mail

Graphic Designer

Photography Stylist

Photography Assistant

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