

MARLENA TURNER

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SR. CREATIVE MANAGER/CREATIVE DIRECTOR

Exceptional proven experience as Sr. Brand Design Manager who is passionately focused on building brands through smart visual storytelling. Impactful year-over-year performance, able to provide accurate and timely response to both internal and external stakeholders. Personal professional adept at building rapport with cross functional teams to achieve corporate brand objectives. Core competencies include:

Digital and Print Design | UX/UI Design Systems | Graphic Design Systems | Email Design Systems | Frontend Web Design | Motion Graphics and Animation | Brand Kit Applications | Typography | Photography and Photo Editing | Video Editing | Time Management | Organized | Team Player | Communicative | Problem-Solver | Leadership | Illustration Design | Detailed Oriented | PowerPoint Presentation Design

SOFTWARE PROFICIENCY

Photoshop | Illustrator | Indesign | After Effects | Premiere Pro | Lightroom Pro | Figma | HTML/CSS | Acrobat | Adobe XD | Asana | ClickUp | Jira | CMS | HTML5 | Sitecore | Monday | Wordpress | Kapost | CAD | Workfront

EXPERIENCE

Extreme Networks, Atlanta, GA

April 2023 - June 2023

Sr. CX Design Lead - 2 Month Contract

Assisted and led CX design strategies for the successful launch of new website

- Created branded UI layout patterns and components in Figma that help improve conversions on campaign landing pages
- Design Figma webpage layouts, providing improved layout and image placement for successful on page conversion
- Design webpage hero banners, product images and feature images for webpages
- Created customer experience strategies for solutions and product webpage, and implement successful design layout for successful on page conversion
- Perform website responsiveness testing for desktop and mobile, helping improve on page functionality and layout
- Assist in the successful migration of company's existing Wordpress website to Sitecore platform
- Analyze website defect reports for broken links after website went live and assisted the team in successfully replacing and fixing each link for improved experience

CloudBees, Atlanta, GA

August 2021 - April 2023

Sr. Graphic Design Specialist

Led brand and design strategy, which helped support integrated marketing campaigns, global events, web design systems, UX/UI, product marketing and sales, and executive leadership initiatives

- Created branded graphic design systems and UX layouts in Figma for campaigns that helped drive top-of-funnel lead conversions to help achieve marketing pipeline by 30%
- Creative direction, and design of visually stunning branded motion graphics templates in Adobe After Effects that reduced production time by 50%, and served as templates for easy use by other team members and client teams
- Produced large-scale branded trade show kits in Adobe Illustrator (booths, cabinets, pop-ups) for global events that helped increase industry-wide brand recognition and generate leads to help achieve 30% of marketing pipeline goal
- Directed, managed, and assisted cross-functional teams in creative brainstorming sessions with marketing stakeholders to produce design solutions from concept to finished solutions, and help improve design

workflow by 35%

- Led successful corporate rebrand development and execution of creative concepts, style guides and design systems that help establish new brand identity and help achieve marketing pipeline goal by 30%
- Mentored and led Jr. designer with thoughtful creative guidance in helping establish consistency within our team creative processes, which helped in reducing production time by 50%
- Managed projects by aligning resources, utilizing calendars, and tracking work through our online project management tools (Asana, ClickUp and Slack) that helped aid in project management and a reduction in production time by 50%
- Managed and updated design artifact library for reference and brand continuity across all projects and platforms that help cross functional teams work more efficiently with access to creative assets and help reduce overall production time by 50%

Premiere Global Inc. (PGi) Alpharetta, GA

September 2015 - August 2021

Sr. Graphic Design Manager/Creative Services Manager

Led creative direction and execution of corporate brand development, and product GlobalMeet

- Creative direction, design and execution of visually stunning demand gen campaigns for the GlobalMeet brand that help generate 25% of pipeline leads
- Conceptualize and build custom creative concepts for sales pitches and client presentations that tell the brand story.
- Create various digital designs including small to large scale banners, social media ads, corporate power point decks, web graphics, infographics, and videos for the web.
- Create various print designs including trade show booths, sales support collateral, case studies, customer-focused buyer guides, brochures, posters, and sales flyers.

Bennett International Group, McDonough, GA

February 2011 – September 2015

Marketing Specialist/Graphic Designer

Managed production, layout and design, and printing of multimedia materials including invitations, programs, posters, banner ads, logos, brochures, promotions, t-shirts, signs, ecards, magazine ads and direct mail pieces

- Designed, developed, implemented, and managed effective social media campaigns across multiple social platforms and accounts.
- Contributed to the editorial development of projects; assist in proofing and editing publications and creative direction of photography and video shoots.
- Designed and built the UI for company websites, micro-sites, and landing pages.
- Edited SEO related content such as titles, H1's, meta descriptions and other content for web pages and generate KPI metrics for quarterly marketing reports around online presence and deliverables.
- Audited and maintained company websites and improved both the visual appeal and usability of existing website pages and wireframes, and workflows for future initiatives.
- Mentored and led Marketing Assistant and Intern with thoughtful creative guidance in helping establish team creative process.

EDUCATION

Bachelor of Arts, B.A. Marketing and Business focused in Advertising, Georgia State University

PROFESSIONAL DEVELOPMENT

Graphic Design Continuing Education Courses, SCAD (Atlanta)

PORTFOLIO

(<https://marlenaturner.com>)