



Karen DeGennaro • Creative Director

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karen.degennaro@gmail.com • kdportfolio.com

A creative director, strategist and leader, specializing in creating successful brand stories from conception to executions. Works closely with a variety of internal and external teams to deliver award winning brand and creative solutions. A motivating and hands on creative director that will continue to grow and help others grow while challenging best and staying ahead of new trends.

Technical Knowledge:

Adobe Creative Suite:

PhotoShop, Illustrator, InDesign

After Effects

Sketch

InVision App

Slack

Google Applications

Microsoft Software:

Word, Microsoft Excel, Power Point

HTML, CSS, JavaScript, and

Wordpress Applications

Experience:

- Creative Direction:
Original design and concept development, imagery, layout, typography and design principles executed over multiple platforms
- Brand Development and Management:
Developing research strategy, conducting interviews and focus groups, writing creative briefs and executive summaries, developing brand pillars, rally cry and campaign taglines, developing and creating comprehensive creative guidelines
- Creative Executions: Digital, print and experiential
- Research: Qualitative and quantitative
- Social Strategies: Campaigns, planning and designs
- Creative Marketing Plans
- Web Design: UX design, wireframe development, sitemaps
- Digital Project Planning
- New Business Strategy: Creative, pitch and presentation

Winning over 20 creative awards.

CEA AWARDS in the following categories, Best in Employer Branding, Best in Career Websites, Best in Internal Employee Engagement Program, Honored in Student and Campus Website, Honored in Internal Communication Programs including Diversity. Achieved for clients across multiple verticals including KPMG, ADP, Chubb Insurance, Novo Nordisk, Atlantic Health Systems, Reckitt Benckiser and many more.



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Symphony Talent, New York, NY – August 2015 - June 2019

VP, Creative Director

Built strong relationships with clients and internal teams by providing insight and delivering quality creative solutions. Developed and supervised direction of overall creative vision for the US team to shape and guide career paths, win new business and retain current global and local clients.

- Concept, design and execution of strategic creative solutions and employer branding for all external marketing and internal communications for clients including; Dick's Sporting Goods, Traveler's Insurance, Shire Pharmaceuticals, Comcast, KPMG, Chili's, Hilton Worldwide and more
- Restructured the US creative team, opening a new location in Atlanta and responsible for staffing both Atlanta and New York locations
- Managed creative partners, vendors, and freelancers
- Responsible for scoping, budgeting and scheduling of creative work to ensure profitability
- Responsible for organizing, developing and executing full branding workshops with small and large groups as well as one to one interviews with leadership teams, that would be able to provide insight for vision and direction of an organization
- Supervised and actively worked on new business efforts, worked across teams to deliver strategy and pitch decks as well as develop and present creative solutions to potential clients
- Cultivated an environment of mentoring and support to inspire creative collaboration across the organization
- Worked with developers, and digital strategy team, to deliver the best in user experience designs across multiple platforms
- Direct, plan and attend photo and video shoots

Symphony Talent, New York, NY – August 2013 to 2015

Regional Creative Director

Primary focus was providing creative strategy for our clients, focusing on the Northeast US to Chicago area. Managing a creative staff of 19 employees, both remote and in the office, throughout the nation, to ensure we met tight deadlines, on budget and produced the highest quality results.

Bernard Hodes Group, Montvale, NJ – July 2000 to August 2013

Creative Director

Manage the creative staff of the branch, as well as oversee and manage the Production Art Director and staff. Responsible for the design of all collateral for the branch's clients, including web design, print production, media placements, trade show displays and collateral.

Others positions held: Graphic Designer, Art Director, Associate Creative Director

Prentice Hall, Upper Saddle River, NJ – June 1999 to January 2000

Graphic Designer

Organized pre-press production of Teacher and Student Edition textbook covers. Developed design solutions for new editions of existing textbook covers.