

# EMILIA

live, laugh, celebrate your brand

Emilia Pfeffer

Senior Art Director | Leadership and Mentoring | Creative Strategies

Freelance | Full-time

860.922.0876 

studioemiliadesign@gmail.com   
studio-emilia@comcast.net

linkedin.com/in/emilia-pfeffer-9120996 

studio-emilia.com 

## PROFILE

Creative strategy and vision, communication, and management for various Fortune 500 clients for a global brand initiative. Proven capability of working collaboratively across both marketing and creative teams to turn creative concepts into reality. Skilled in hiring, training, managing and mentoring talent.

## KEY SKILLS

Project management | Discovery/Strategy/Concept | Cost control & budget administration | Messaging & brand consistency | Cross-channel marketing | Web Usability & UX best practices | Targeted e-mail campaigns | Customer journey mapping | Site-map architecture | Brand creation & reinvention | Packaging & POS design | Environmental/event planning

## TECHNICAL APPLICATIONS

Adobe Creative Suite | Adobe Photoshop | Adobe Illustrator | Acrobat DC | InDesign | Adobe After Effects | Dreamweaver | Animate | Axure | Sketch | XD | FIGMA | InVision | Nxtbooks Media | Zmags (Publisher and Creator) | Eloqua | Terradata | TeamSite | CMS | Keynote | Microsoft Office | Powerpoint | Outlook

## EDUCATION

### The Art Institute of Boston

Graphic Design Major

### University of Hartford Art School

Design Major

## KEY ACCOMPLISHMENTS

- Drove awareness of global value propositions generating curiosity and conversations for Sales team by developing creative strategies and solutions
- Click through rate increased client engagement of product and brand awareness leading to revenue growth by leading initiatives within process discussions from discovery to delivery for B2B, B2C and D2C space for all platforms in print, video, digital, UI/UX and responsive design
- Helped expand market share and increased profitable revenues in the Arizona market by designing, developing, and implementing a corporate website for Cigna Medical Group, Arizona resulting in a 600% increase in web traffic
- Improved the quality of user experience of websites by implementing within the discovery/strategy the ideation of customer journey and sitemap architecture
- Reduced the cycle time to complete project and delivery of client need by partnering closely across organizational lines to listen, learn and provide quality solutions

## PROFESSIONAL EXPERIENCE

### Senior Art Director

#### Propeller Communications | Summit, NJ

October 2020 - Present

- Digital strategy and implementing a site architecture leading to complete site redesign for various pharmaceutical and medical industries
- Email campaigns, social media initiatives to meet industry objectives for both the Health Care Professionals and Patients
- Concept to delivery marketing initiatives in collaboration with digital strategy teams, copywriters and video producers working on clients such as Entresto, Ethicon (Johnson & Johnson), Hemosonics, Novartis, XOLAIR, XCOPRI

### Senior Art Director

#### Cigna Health & Life Insurance Company | Bloomfield, CT

October 2009 - November 2019

- Managed projects from concept through delivery for B2B, B2C, D2C and corporate internal audiences
- Delivered out-of-the-box concepts, dynamic visuals, and innovative strategies for both internal and external markets
- Collaboration with digital teams to visualize and refresh corporate website to improve customer journey and increase client engagement
- Corporate event initiatives for in-house Town Halls and Executive Meetings
- Designed innovative video solutions from storyboarding, collaboration of script writing to casting talent and art direction of video and producer crew. Final editing on voice talent in recording studio
- Lead Art Director for Small Business segment focused on campaigns for open enrollment, lead generation and retention cross platform strategies