
Creative Strategist Resume

Job Objective

Skillful Creative Strategist seeking a position in a seasoned company.

Highlights of Qualifications:

- Wide experience in analysis and management of creative entertainment strategy
 - Profound knowledge of digital platforms and technologies
 - Exceptional knowledge of digital entertainment and marketing ideas
 - Familiarity with latest advertising trends
 - Proficient with InDesign, Photoshop and Illustrator
 - Ability to create digital campaigns
 - Ability to supervise creative team
 - Ability to manage copy formats such as trailers, print ads and TV spots
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Professional Experience:

Creative Strategist

Horizon Media, Inc., Wood Dale, IL

August 2007 – Present

- Worked with management team to develop new business ideas.
- Coordinated with creative team to design websites and animations.
- Coordinated with production team to prepare contents and sketches.
- Responded to specific project requests from clients.
- Ensured consistency among cross-platform communications.
- Interacted with clients to understand their business problems and provided appropriate recommendations.
- Developed compelling creative strategies to meet business goals.
- Worked effectively with technical team, social media team and CRM teams.

Creative Strategist

LiveHealthier, Inc., Wood Dale, IL

May 2004 – July 2007

- Participated in meetings and discussions for new creative projects.
 - Developed creative solutions based on client assets.
 - Prepared and edited creative copy.
 - Prepared project proposals for clients.
 - Developed new digital ideas based on latest digital technology.
 - Addressed client requests promptly and ensured client satisfaction.
 - Conducted market audits to assist in business planning process.
 - Worked directly with Creative Director.
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Education:

Bachelor's Degree in Marketing

Utah Career College, West Jordan, UT

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