DANA PAIGE TRENTLAGE

An authentic, big picture communicator and passionate problem solver, with 15+ years of experience in design and marketing: A creative lead, inspired to generate ideas, provide strategic guidance, monitor results and craft visual storytelling that brings brands to life. For the past 6 years, her work has covered a diverse range of creative disciplines and marketing materials in an agency environment.

WORK HISTORY

SAM-LAB | REMOTE | 04/18–PRESENT

Lead Designer, Contingent Worker at Meta (Creative Director equivalent)

- Produced innovative, easy-to-digest visual media with a strong sense of typography, through a detail-oriented and highly organized process
- Increased client satisfaction and retention by facilitating collaboration between senior leadership, internal stakeholders and external partners, in a professional manner
- Planned timelines, managed design budgets strategically, optimized resources with version control, and delivered strong design solutions
- Mentored, empathetically managed and boosted morale for production teams of 10+ members: Providing creative direction, leadership and support while cultivating professional development
- Meta contingent worker and provisioned designer via vendor relationship, working under the Brand Systems Team in a fast-paced, creative agency

SPENCER HEALTH SOLUTIONS | REMOTE | 09/15–06/17

Head of Creative, Brand (Creative Services Manager)

- Led the evolution of the visual design for a global organization: Coordinated all design matters and foundational brand architecture to maintain a unified brand
- Expanded the visual identity and scaled business strategy, from concept to execution, resulting in increased value, reach and brand awareness
- Brought curiosity and innovative solutions to a multidisciplinary team, as we created and implemented outstanding marketing collateral that drove measurable results

PARATA SYSTEMS | DURHAM NC | 01/13–12/14

Multimedia Specialist

- In-house designer supporting the marketing team in identifying opportunities, brainstorming and delivering creative concepts to meet the business strategy
- Successfully incorporated insights to improve the visual design of websites, marketing campaigns and user communities

TRAIN OF THOUGHT MARKETING | MORRISVILLE NC | 06/09–04/12

Multimedia Production Artist

- Transformed marketing briefs into creative direction, delivering final creative with flawless execution
- Worked collaboratively, using best practices, to streamline team efforts

FREELANCE | 01/06–PRESENT

Graphic Designer

- Collaborated with creatives and copywriters to deliver top-performing assets, presentations, and integrated media on budget
- Maintained open communication, managed expectations, and established long-lasting client rapport, resulting in consistent repeat business over 10+ years
- Developed market strategy and creative content across marketing channels in consideration of client needs

KEY SKILLS

- Motivated and results-oriented role ownership
- Enthusiastic approach and learning mindset
- Proactive communication and tactful honesty
- Accepting and providing constructive feedback
- Organization and team management
- Thorough attention to detail
- 10+ years experience with remote work

EDUCATION

UNC PEMBROKE

Master of Business Administration

ONLINE | 2018–2021

NC STATE UNIVERSITY

Graphic Design BA

Magna cum laude

RALEIGH NC | 2004–2008

NCSU PRAGUE INSTITUTE

Graphic Design

PRAGUE CZ | 2006

WG ENLOE HIGH SCHOOL

General Studies

RALEIGH NC | 2000–2004

CERTIFICATIONS

Meta Certified Creative Strategy Professional

Google Analytics

HubSpot Inbound Marketing

SOFTWARE & TECHNOLOGY

Adobe Creative Suite: Acrobat, After Effects, Animate (Flash), Audition, Illustrator, InDesign, Photoshop, Premiere, XD

CMS platforms: Drupal, Squarespace, Webflow, Wordpress

Apple (Macintosh) Apps: Final Cut, Keynote, Numbers, Pages, QuickTime, iMovie

Microsoft Office: Excel, Powerpoint, Outlook, Word

Canva, Figma, Google Docs/Sheets/Slides, Hubspot MailChimp, Marketo, Salesforce