

creative director ————— digital strategist

rebecca tremblay

With 20 years in design, I've developed a talent for leveraging cross-department collaboration to optimize creative results for high-growth clients averaging \$1.5M annually. As Creative Director, I managed a team of art directors, copywriters, and freelance specialists to develop forward-thinking, results-driven solutions.

tremblaytogo.com



r.tremblay@me.com

954-675-0652

APR 2018–FEB 2024

MDG
creative director

associate creative director

senior art director

art director

JUN 2015–JUN 2017

Simply180
creative director

AUG 2012–JUN 2015

MDG Advertising
designer

APR 2011–APR 2012

Damn Good Agency
art director

JUN 2007–JUN 2010

The Boss Group
graphic designer

DEC 2005–MAR 2007

d+g
graphic designer

JUN 2002–DEC 2005

ProPublishing, Inc.
graphic designer

recent ————— achievements

Creative direction, UI/UX development, and functional strategy for the largest multi-location integrated web solution client and a nation-wide leader in medical, cosmetic, and specialty dermatology. Developed wireframes and cohesive identity strategy to scale with their rapid growth and segmented brand architecture.

Creative direction and strategy for concierge medicine patient acquisition. Designed and implemented a digital ecosystem of social, display, email, and landing pages. Our full-funnel approach generated interest with this notoriously hesitant audience and lead to a more robust continuation of the initiative.

Spearheaded creative direction and strategy for a rapidly expanding urgent care client. Through cross-functional team leadership, I lead the creation of several successful campaigns annually—and throughout the pandemic—with \$1M+ media spend per year. Responsible for an ongoing, ever-evolving marketing ecosystem which was adopted by a national health system when they acquired the client.

Brand development and creative strategy for a multi-location women's health organization. Established the brand identity and strategy and developed a wide range of social, collateral, and digital content. Helped to establish a laravel-based digital presence designed to scale with the company as they expand.

education and ————— awards

Bachelor of Science in Graphic Design, Art Institute of Fort Lauderdale, 2001
Best Digital Portfolio, Art Institute of Fort Lauderdale, 2001
Two Gold Addys, UMT Marine, 2012

key ————— skills

Account management
Analytical / critical thinking
Business analysis
Collaboration
Cross-functional leadership
Client relationships
Creative management
Dependability
Decision-making
Empathy
Innovation / problem solving
Organization
Mentoring
Project management
Strategy
Teamwork

Advertising / design
Animation
Brand development
Copywriting
Creative direction
Digital marketing
Healthcare marketing
Infographics
Multi-location marketing
Packaging design
Photo retouching
Presentations
Print production
Storytelling
Typography
UI / UX / web design

Adobe Acrobat
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Microsoft Excel
Microsoft Word
Sketch
Webflow
ADA compliance
HIPPA compliance