

Reyna Fleury

reynafleury@gmail.com | www.linkedin.com/in/reynafleury | reynafleury.com | 619.920.6927

PROFESSIONAL SUMMARY

Over the last 10+ years, I've had the opportunity to build an arsenal of skills that have crafted my leadership experience in both B2B and B2C markets. I am a team-oriented creative director who sees the importance of aligning company goals to high-quality visual design.

KEY SKILLS

Team Management	Brand Strategy	Video Editing and Production
Creative Solutions	Project Management	Stakeholder Alignment
Marketing and Advertising	Art Direction	Design Thinking
Agency Partner Management	UX/UI Strategy	Business Communications

EXPERIENCE

TSIA - San Diego, California

01/2016 - PRESENT

CREATIVE DIRECTOR

- Leading fast-paced operations of in-house creative studios. Strategic direction of creative projects, roadmaps, and yearly budgets of \$150K+ across different marketing programs.
- Managing a team of creative members. Responsible for hiring and coaching multidisciplinary designers. Inspire a team culture that enables professional and personal growth.
- Oversee content creation and quality of collateral, landing pages, and brand development from creative brief to execution. Impacting the output of 2,600+ design deliverables per year.
- Crafting and storytelling of presentation decks for corporate stakeholders. With the objective to land powerful messaging to influence sales conversion and customer retention.
- Lead discovery, brainstorming, and feedback sessions, to analyze specs and competitive markets. Enabling creatives to think strategically and make data-driven decisions.
- Built partnerships with cross-functional teams, such as Marketing, Product, and Sales. Producing strong collaborative governance that delivered operational support.

- Strategize UX/UI updates of website that include research, wireframing, and prototyping. Currently resulting in 60% increased page views and a 4% decreased bounce rate.
- Re-branded the company's conference experience to fit both virtual and hybrid event formats and audiences. Resulting in increased attendance of 200%.

TSIA – San Diego, California

04/2012 – 01/2016

CREATIVE SERVICES MANAGER

- Built design systems to shape brand identity, visual design, and communications guidelines style consistency. Resulting in accelerated project alignment, and a scalable brand vision.
- Established brand for conferences and trade shows. Effectively managing partner contracts with a \$300K annual budget, and delivering visual experiences to 8K+ attendees per year.
- Partnered with Marketing leadership to conceive and develop a digital content strategy for different media channels. Resulting in an impact of 7,500+ qualified leads per year.
- Defined creative roadmap and project management workflows to improve processes. Resulting in increased delivery time by 25%, better prioritization, and deadline expectations.
- Art Direction of video shoots, managing external agencies to produce a 200+ video library to support brand and marketing campaigns.
- Established data-driven design metrics to analyze the engagement of existing creative collateral. Resulting in design performance reporting to attach ROI to visual solutions.

Constellation Brands, SpinMaster, InstaClick – Toronto, Canada

09/2010 – 04/2012

DESIGN CONSULTANT

- Designed packaging, logo identity, and showroom design for brands such as Kim Crawford, Robert Mondavi, Airhogs, and Mario Kart. Resulting in successful go-to-market launches.
- Led creative development of campaign materials, including social media, email campaigns, sale sheets, infographics, marketing collateral, POP/POS displays, and product photography.
- Collaborated with the creative team on design pitches and feedback sessions. Resulting in increased new product ideas to support domestic and international brand expansion.

SENIOR GRAPHIC DESIGNER

- Developed logo, illustration, and packaging design for global brands such as Nesquik, Willie Wonka, Glowelle, and Coffee-Mate, to support sales campaigns, and seasonal objectives.
- Partnered with Art Directors and Brand Managers to deliver product photoshoots, marketing collateral, outdoor advertising, and presentations, while ensuring effective brand messaging.
- Led Nestlé’s environmental design initiative for corporate buildings in California and Colorado. Contributing to an inspired employee passion and increased brand expression.
- Trained junior designers on brand guidelines and print design best practices. Driving creative output, productivity, and creativity.

TECHNICAL PROFICIENCY

Adobe Creative Suite, WordPress, InVision, Asana, Wrike, Slack, Jira, Figma, Miro, Trello, Wistia, Vidyard, Hootsuite, Pendo, Crazy Egg, Google Analytics, Hubspot, Marketo, Salesforce, Microsoft Office, Keynote.

EDUCATION

Bachelor of Science in Graphic Design, Platt College – San Diego, CA	2002
Associate of Arts, Southwestern Community College – San Diego, CA	1998

ORGANIZATIONS

Board Member, American Institute of Graphic Arts (AIGA)	2017-Current
---	--------------