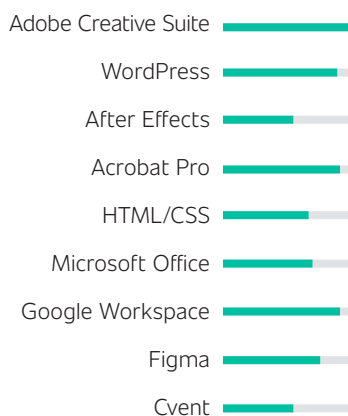




CONTACT

c 912.665.1402
e alyssavpeck@gmail.com
li linkedin.com/in/alyvp
w alyssavictoria.design

PROFICIENCIES



EDUCATION

Academy of Art University

San Francisco, CA

MFA

Web Design & New Media

Fall 2016

Savannah College of Art & Design

Savannah, GA

BFA

Graphic Design

Fall 2004

Santa Fe College

Gainesville, FL

AAS

Graphic Design Technology

Spring 2002

*Earlier professional experience
available on LinkedIn or upon request.*

ALYSSA VICTORIA PECK

Creative Director

Leveraging 18+ years of proven experience in marketing, brand strategy, and creative operations, I am adept at leading cross-functional teams in dynamic, fast-paced environments with a focus on innovative design solutions, efficient processes, and team leadership.

PROFESSIONAL EXPERIENCE

Design Director, Corporate Marketing, Crain Communications | 2022–Present

- ◆ This new leadership role required a re-imagining of the entire creative function of the corporate marketing team from hiring in-house designers to bringing in new agency and freelance partners for multi-channel marketing efforts.
- ◆ Within the first year, partnered with project managers and producers to transition the creative team to an in-house agency model, operationalized a more agile creative management system, and set goals for the new internal creative team to elicit their best work and encourage continuous professional development.
- ◆ Successfully identified talent gaps and hired in-house designers along with freelance and agency partners, resulting in a 40% reduction in external resources budget.
- ◆ Re-defined how creative and product teams collaborate internally and with external partners, including subscription checkout flows, third party subscription management, landing pages, and brand website redesigns in an agile environment with an iterative approach to design.
- ◆ Partnering with leadership, acquisition, and retention teams to ensure brand consistency and messaging resonates with B2B and B2C audiences while elevating creative deliverable quality, ensuring marketing goals are met, and reviewing performance data for future executions.

Co-founder and Executive Creative Director, Flutter | 2019–2022

- ◆ Created the brand from the ground up, working with partners to develop the company name, brand mark, taglines, and style guide.
- ◆ Sourced and managed vendors for web development, social media, brand content, card content, and hired and managed creative staff.
- ◆ Recruited 50+ artists to create cards for the company, actively communicated company updates, and fostered unique community opportunities.
- ◆ Ensured the brand vision and guidelines are applied consistently across all media platforms including organic social, paid ad campaigns, and PR.

Senior Brand Designer, Skillshare | 2018–2020

- ◆ Hired as the first in-house creative team member to act as the brand champion across marketing, product, and engineering teams.
- ◆ Key designer in the complete brand redesign and relaunch of Skillshare's web and mobile platforms.
- ◆ Cultivated ownership of marketing initiatives and performance across teams to build a consistent end-to-end brand experience and increase KPIs for organic and paid marketing channels.

Director of Creative Operations, 360 Live Media | 2016–2018

- ◆ Led the redesign of the company website, resulting in an increase of page views and newsletter subscribers by 18% within a year after its launch.
- ◆ Led the implementation of a new project management system to streamline workflow across the company — increasing billable percentage by 12% within the first year.
- ◆ Managed the existing design team, identified skills gaps, and vetted creative candidates for hire.
- ◆ Formulated strategies to expand upon existing services and develop new products to better serve our existing and prospective clients.

Creative Director, MOSAIC | 2014–2016

- ◆ Successfully transformed the existing creative department into an agency model while expanding services to websites, multichannel marketing, social media, and digital design.
- ◆ Managed over 130 projects with more than 40 clients simultaneously while increasing the six-person team's average billable hours by 26.5% and billable revenue by 29%.
- ◆ Led client presentations, proofing, project management, and press checks.
- ◆ Hired staff and managed vendors and freelancers while ensuring timeline and budget.

Art Director, Keybridge Communications LLC | 2010–2014

- ◆ Reinvented Keybridge in the digital and print sectors, including a complete redesign of the website, print collateral, and price structure for design services.
- ◆ Increased the client base by identifying customers' design needs and developed project estimates and timelines to coordinate with vendors.
- ◆ In collaboration with the owner, developed a model for a turn-key website solution for small businesses which generated over 20 new clients in 12 months.