

# Karen Gross

## CREATIVE LEAD

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### ABOUT ME

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I am a Digital Creative Lead with over 20 years of experience in design within a fast paced environment. I'm communicative, adaptive, collaborative, dedicated, and resilient. With my experience, I bring forth a broad range of marketing knowledge, coupled with focused campaign experience. I also oversee creative professionals to meet and exceed digital marketing goals.

### EMPLOYMENT HISTORY

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#### **Sr. Creative Development Manager, T-Mobile**

Remote | 2/2018 - present

- Manage/lead copywriters and designers daily.
- Meet with the digital business team to address concerns/revisions related to the brief/project.
- Design and execute digital design for t-mobile.com
- Collaborate with SEO and UX teams across all digital executions.
- Lead third party vendors when outsourcing design.

#### **Associate Creative Director, Layer3 TV**

Denver | 7/2017 - 2/2018

- As the only creative lead in marketing, I managed multiple projects from OOH to email to all digital executions, as well as, a small team of designers and copywriters.
- Collaborated across multiple departments to ensure consistency of the brand.

#### **Associate Creative Director, Michael Walters Advertising**

Chicago | 8/2006 - 7/2017

- Conceptualized campaigns for current and potential clients; concepts consisted of brand identity and new business creative.
- Strategical thinker that can multi-task and meet goals with clear messaging.
- Lead a team of designers and directed freelancers and web developers.
- Communicated with internal teams to ensure tight deadlines are met and we reach creative goals for the project in its entirety.
- Specialized in corporate identity, logo development and branding.
- Managed multiple vendors/partners, responsible for all budgeting.
- Clients included: Chicago Cubs, Adventist Hospital, Olivet University, and Hunter Douglas.

#### **Junior Creative Designer, Chicago Athlete Magazine**

Skokie | 4/2002 - 7/2006

Responsibilities included: editorial design, website maintenance, organizing photo shoots, race event planning and support. Retouched and composited brand photography and artwork.

#### **Marketing Coordinator, The Habitat Company**

Chicago | 10/2000 - 9/2002

- Created advertising for in-house marketing department.
- Administered company website.
- Scheduled photo shoots.
- Coordinated/designed ads in the Chicago Tribune, Crain's Chicago Business and other various publications.

### EDUCATION

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Graphic Design, St. Mary's University of MN

Winona/May 2000

### TOOLS

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Adobe Creative Cloud, (InDesign, Illustrator, Photoshop, Experience Manager, XD, Lightroom, After Effects), Microsoft Office (Word, PowerPoint, Excel), Google Apps (Docs, Sheets, Slides), Dropbox, Slack, Asana, Sketch, Figma, HTML/CSS, Hubspot, and Mailchimp.