

OLIVIA JAMES

/ CREATIVE LEAD
/ GRAPHIC DESIGNER
/ PROJECT MANAGER

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oliviajames.us

CORE SKILLS

MARKETING & DESIGN

Branding
Art & Creative Direction
Go-to-market Strategy & Planning
Content Strategy & Execution
Campaign Planning & Execution
Digital: Wires, UI/UX & Design
Publication & Editorial
Environmental Graphics
Typography & Illustration
Packaging

PROJECT MANAGEMENT

Agile/Scrum
Project & Release Planning
Task Management
Time & Resource Management
Risk Management
Communications
Scheduling
Team Leadership & Coaching

// WORK EXPERIENCE

HAIR CUTTERY, BALTIMORE, MD

October 2020 - September 2021

Brand & Creative Manager

- Re strategized the new parent company and sub-brand companies brand strategy, direction & execution guidelines
- Built and led the creative team consisting of two full-time designers, a full-time copywriter, a part-time contract designer and virtual team assistant
- Developed creative team project management processes, cadence of planning, review and execution meetings, document repositories and brand resource assets
- Rebranded all three sub-brands, oversaw brand execution and led design on haircare product line rebranding and repackaging
- Created internal production management processes spanning multiple production vendors, warehouse storage of materials, BSO ordering platform, and print-on-demand portal for production of all brand & mktg materials

AEROTEK, HANOVER, MD

April 2019 - October 2020

Graphic Designer

- Strengthened the portfolio of brands by providing brand creative support for the organization, creating a seamless experience across internal and external touch points
- Expanded the existing guidelines and evolving brand applications to refresh and modernize the look/feel through new brand awareness campaigns and sales/mktg materials
- Partnered with content, digital and development teams to create unique engagement opportunities for users across social media, digital marketing and web experiences like campaign microsites, whitepapers and visual ebooks/reports
- Utilized PM experience to identify opportunities to improve design team process across engagement, execution, review and completion of projects

SCOTT'S BASS LESSONS, REMOTE

July 2018 - December 2018 Contract

Creative Director & Project Manager

- Restructured organization and leadership team roles & responsibilities
- Developed internal processes and standards: project mgmt methodology & operational tools, document and asset repository, meeting cadence & structure and reporting requirements
- Expanded visual brand, created styleguide and library of brand assets and resources

WORKHORSE 45, LITTLETON, CO

July 2016 - December 2016 Contract

Director of Accounts

- Managed all projects, client and vendor relationships
- Rebuilt internal process spanning project mgmt software, client meeting structure, implementation of Scrum practices and hire of Senior Art Director position
- Created GTM strategies, website architecture & wireframes and content as billable services
- Assisted with creative direction on various projects

ASPENWARE & AVENTEER, DENVER, CO

November 2015 - June 2016 Contract

Marketing Manager

- Created GTM strategy for established tech company and sister startup
- Collaborated on strategy, designed & managed web redesign projects for both DBAs
- Planned, designed & developed targeted campaigns including: AdWords, copy, design and development of landing pages and emails, and marketing automation setup
- Coordinated sponsorship of Boulder Startup Week & corresponding presence at events, designed and produced all materials, and organized team schedule

// CONTINUED WORK EXPERIENCE

K2, DENVER, CO

December 2013- September 2015

Program Manager

- Established creative & digital engagement and execution process to service global marketing org including teams in APAC, EMEA, North America & Latin America
- Implemented Scrum project mgmt principles through team leadership, coaching & PM tool setup
- Managed corporate marketing team spanning strategy, copywriting, design and development
- Created operating rhythm including project mgmt software, cadence of release plans, meeting structure and creative brief forms

K2, DENVER, CO

August 2012- November 2013

Graphic Designer

- Designed campaign parallax microsite
- Collaborated with Product Mktg to create illustrated thought leadership paper
- Participated in the redesign of K2 brand including style guide, website & collateral mktg materials
- Illustrated product capabilities with hand drawn sketches

HANDS DOWN CREATIVE, ST. PETERSBURG, FL

May 2009 - June 2012

Co-Founder, Project Manager & Designer

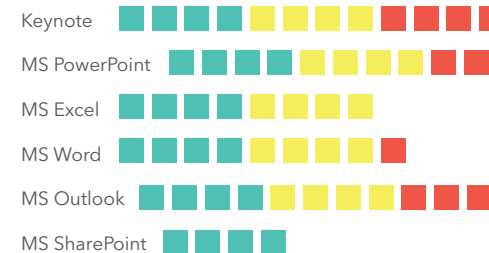
- Founded startup & managed over 30 projects and events ranging in scope, budget and co. size
- Responsible for all client and vendor relationships
- Developed and managed a team of designers and freelancers
- Created all company creative briefs, contracts, forms, business plan and operating rhythm

SOFTWARE SKILLS

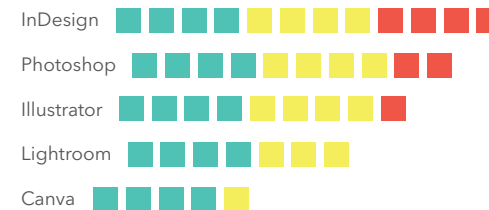
PM TOOLS



ADMIN TOOLS



DESIGNER TOOLS



DIGITAL MARKETING TOOLS



EDUCATION

BFA GRAPHIC DESIGN

2007 - 2012

International Academy of Design & Technology

Cum Laude Honors

President's List 2007 - 2010 / Dean's List 2010 - 2012

KEY PROJECTS & RECOMMENDATIONS 1/2

HAIR CUTTERY CREATIVE TEAM LEAD

GOAL: Rebrand a national salon chain to revive the company after bankruptcy and acquisition.

DELIVERABLES: Creative Team Members, R/R & Processes, Brand Strategy, Development & Guidelines, New Brand Execution & Management, Digital Marketing Creative: Web, Email, Social, Paid, In-Salon Signage & Environmentals, Product Line Package Design System, Internal Department Support: HR, Internal Communications

// I've had the privilege of working with Olivia the last few years, this time as a designer under her direct management at Hair Cuttery Family of Brands. Olivia constantly raises the bar at any organization she's a part of and is a true joy to collaborate with as a creative. Not only is her skill as a designer phenomenal, but she truly puts in the effort to look at how each project and campaign affects the larger organization. Her thoughtfulness to brand strategy and implementation of branding campaigns and initiatives makes even dauntingly large projects flow seamlessly. Her project management and thoughtful intention paired with her creative skills make a true unstoppable force for any brand she's behind. //

Taylor Feakes, Graphic Designer, Hair Cuttery

// I've had the pleasure of working directly with Olivia as one of her designer's on the creative team at Hair Cuttery. She brought our team to the next level with her talents in project managing, organization, collaboration and overall creative skills.

She has the backbone of a great leader and really supports her designers. She puts passion and intention behind all of her decisions and designs, and I would highly recommend her as an essential asset to any company and creative team! //

Melissa Lang, Graphic Designer, Hair Cuttery

K2 CREATIVE & DIGITAL MARKETING PROCESS

GOAL: Educate and train a team of eight on the principles, methods and results of agile, particularly Scrum, project management

DELIVERABLES: PM Tool Structure & Training, Creative Briefs, Sprint Planning & Stand Ups, Process & Guidelines Interactive PDF, Scrum Wall, Sprint MVPs, Team Spotify Playlist

// Olivia is a ship captain. Not in a maniacal, grizzled, Ahab sort of way. Indeed, Olivia's gifts are focus, organization, creativity and whatever you call that thing where someone can herd cats really, really well.

She's never intimidated by scope. Instead, she methodically surveys the landscape, identifies obstacles and suggests routes around them, harmonizes all the moving

pieces and parts, and then motivates the team to deliver, often ahead of schedule and north of expectations.

Olivia has a rare spirit and an infectious energy. We will work together again someday, and that's a day I look forward to. //

Chris Tomeo, Creative Designer, Adjy

KEY PROJECTS & RECOMMENDATIONS 2/2

K2 BRAND & K2.COM REFRESH

GOAL: Evolve the company brand and ensure consistent messaging and visual direction worldwide to optimize brand awareness and sales/marketing capabilities.

DELIVERABLES: Global Creative Request Process, Brand Style Guide, Collateral Catalog, Company Posters, Whitepaper, Case Study and Communications Templates, Stationery & Internal Templates, Website Rearchitecture & Redesign

// I've worked with Olivia for almost three years and she is a powerhouse of project management and creative knowledge. She manages large, strategic initiatives and global teams with an approach that ensures the success of the individuals and the company. She has a unique ability to diagnose issues within a project or process and will quickly find a way to fix it while maintaining a very high standard of communication across all levels of the company.

I've worked with a lot of project managers over the years and Olivia is kind of a unicorn. She understands all aspects of the creative process, can design anything in record time and is also one of the most organized people I know. She gets digital,

UX, content and creative and provides valuable feedback and direction in these areas when it's needed.

With Olivia involved, I'm confident that any marketing team can achieve a higher standard of quality and efficiency. That's certainly what she's done for us at K2. //

Todd Lilienthal, Director of Digital Strategy, K2

AEROTEK BRAND TEAM

GOAL: Build an internal brand team in order to reduce dependencies on external agencies for all brand and marketing deliverables.

// Olivia is a truly gifted creative designer and brand strategist. Her creative and UX design skill is second to none - the product is consistently beautiful and brings an expert level of consideration to the business' goal. Olivia thinks deliberately around where a brand is and where it should go and applies that to the work being done. I serve as project manager for different campaigns, microsite and branding initiatives that Olivia has designed for in full, and she is one of those people that you get really excited to work with. She takes it upon herself to collaborate with all of those involved, is a great partner throughout the project, and will always push the boundaries in the right direction to advance the creative work and our brand.

Olivia is a natural leader to those she works with not only due to the design expertise she can offer, but in her ability to allow others to ask questions and improve their own craft as well. It is always a pleasure to see what she will create next! //

Madeline Mahon, Marketing Program Manager, Aerotek

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