

JENN ARAUJO

718.755.7025

JSARAUJO26@GMAIL.COM
[PORTFOLIO LINK](#)

Highly accomplished Design Director and Creative Professional with a rich history of leading and mentoring creative teams, optimizing brand standards and driving impactful marketing strategies. Adept at enhancing the viewer experience while maximizing revenue for advertisers. Proven expertise in managing and recruiting top-tier design talent.

AREAS OF EXPERTISE

- Creative Direction
- Team Leadership and Mentoring
- Branding and Style Guide Development
- Marketing Strategy
- Event Promotion
- Print and Digital Media Production
- Data-Informed Design Strategies Based on A/B Testing

SKILLS

Adobe Suite, Keynote, Ceros, Asana, Figma, Microsoft Office Suite

EDUCATION

BA Graphic Design;
Hussian School of Art,
Philadelphia, PA

PROFESSIONAL EXPERIENCE

ROKU

New York, NY

Design Director—Advertising Product, 2020—Present

Leading a Creative Team: Building, leading, and mentoring a team of 16 designers and animators, driving the development of on-device advertising creatives that significantly contribute to yearly \$3B in ad revenue.

Generating New Revenue: Working directly with UX, ad sales and engineering teams to revamp existing ad products and introduce new ones. This includes establishing design guidelines, conducting A/B testing, and ensuring a seamless viewer experience while boosting advertiser revenue.

Data-Informed Strategies: Presenting data-informed design strategies to VP-level stakeholders for their review and approval, facilitating alignment with organizational goals and OKRs.

Team Management: Managing daily operations with Program Managers to prioritize workloads, oversee team headcount, and successfully recruit top-tier designers.

EUROMONEY INSTITUTIONAL INVESTOR*

New York, NY

Head of Creative, 2016—2020

*Formerly TheStreet Inc. which a portion was sold to Euromoney in 2019.

Effective Design Leadership: Led and mentored a team of 4 designers, ensuring strict compliance with brand standards, and translating marketing objectives into compelling and effective creative strategies across all 3 brands which included TheStreet Inc., The Deal and BoardEx across both print and web.

Unique Brand Standards: Partnered closely with Marketing to guide the development of unique brand standards for large-scale conference and event collateral. This encompassed websites, staging, signage, sales and marketing materials, email, and social media campaigns for all brands.

WOMEN'S HEALTH MAGAZINE, RODALE PUBLICATIONS

New York, NY

Creative Director, 2015— 2016

Creative Direction for Impactful Events: Provided creative direction for branding and sales materials across various media for large-scale events, such as the Run 10 Feed 10 race, WH Next Fitness Star, WH Wellness Weekend, and FEED Foundation Auction in the Hamptons.

Effective Collaboration: Worked closely with video production, wardrobe stylists, and photographers to bring print and video concepts to life, covering styling, storyboarding, editing, and graphics for the Next Fitness Star DVD.

Team Development: Managed and developed a creative team while fostering a culture of mentoring and support. Nurtured designer skills and enhanced marketing and design techniques.

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HEALTH MAGAZINE & HEALTH.COM, TIME INC. PUBLICATIONS
New York, NY
Creative Director, 2006— 2015

Successful Rebranding: Led the successful rebranding of a trusted source for women's health and wellness. Oversaw the production, ideation, and design of style guides, custom newsletters, sales materials, presentations and integrated campaigns based on category.

Innovative Branding: Established unique branding for consumer events, including a night of beauty with Bobbi Brown, Wanderlust Yoga retreats, and co-branded events with *Cooking Light*, *Travel + Leisure*, and *Money* magazines.

CONDÉ NAST BRIDAL GROUP, CONDÉ NAST PUBLICATIONS
New York, NY
Art Director, 2003— 2005

Effective Art Direction: Established and oversaw a team of 4 designers to develop promotional design, event and sales materials for *Modern Bride*, *Elegant Bride*, and *Brides* magazines.

Team Management: Art directed and managed the creative department's workload, freelancers, and interns, ensuring timely project completion. Collaborated with the Creative Director to reposition a 77-year-old iconic brand, significantly improving brand engagement.

SHAPE MAGAZINE, WEIDER PUBLICATIONS
New York, NY
Art Director, 1999 - 2003

Rapid Career Advancement: Began as a senior designer for *Shape* magazine and quickly ascended to the position of Group Art Director, overseeing a team of 4 designers.

Responsible for all promotional materials such as style guides, newsletters, event collateral, in-book advertisements, media kits and integrated campaigns for the entire group, including *Fit Pregnancy*, *Natural Health*, *Shape en Español*, *Women's Fitness*, and *Men's Fitness*.