

KRISTINA DARLING

BRAND & CREATIVE LEADER

Brand Strategy • Creative Direction • Brand Development

RESUME / CV

ABOUT ME

Brand strategist and creative leader with 20+ years of experience spanning brand development, creative direction, marketing, and business operations. Skilled at translating business objectives into compelling brand experiences, guiding creative teams and initiatives, and developing systems that improve efficiency and collaboration. Combines strategic thinking, creative vision, and operational expertise to build stronger brands and more effective teams.

EDUCATION

2002

BACHELOR OF FINE ARTS

University of Cincinnati, DAAP

2015 - 2016

CERTIFICATE IN COACHING

The Hendrick's Institute & Foundation for Conscious Living

CONTACT ME

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WORK EXPERIENCE

Design & Brand Operations Manager | OneApp

2026–Present

- Guide brand identity, visual standards, and creative direction across marketing initiatives and customer touchpoints.
- Partner with marketing leadership and cross-functional stakeholders to align creative priorities with business objectives.
- Develop creative workflows, systems, and processes; direct external creative partners and review work for brand consistency.

Director of Design & Creative Operations | Pixaura

2019–2026

- Led brand strategy, creative direction, and design operations for clients across multiple industries.
- Directed the agency design team and developed creative concepts, messaging, and assets for integrated social media and digital advertising campaigns.
- Partnered with clients and internal teams to translate business objectives into cohesive brand experiences and campaign execution.
- Selected clients: Advance Dentistry, OHC, International Gemological Institute (IGI), Grace Hill, Zero Skateboards, and United Skincare.

Owner / Brand Strategist & Creative Consultant West of Vine

2014–Present

- Provide independent brand strategy, creative direction, identity development, and marketing design services alongside full-time leadership roles.
- Manage client relationships, scopes, timelines, and creative deliverables from concept through completion.
- Selected clients: The Canopy Crew, Art Academy of Cincinnati, Climb Time, Meriden Mental Fitness, Parts & Labor, and Devou Good Foundation.

Operations Manager | Pinnacle

2017–2019

- Improved organizational workflows and client-deliverable processes; expanded role to include brand and marketing design.
- Managed a company rebrand, migration of more than 20,000 files, and reporting to support business decisions.
- Recovered $60K in outstanding accounts receivable.

CORE EXPERTISE

- Brand Strategy & Development
- Creative Direction
- Brand Identity
- Creative Operations
- Team Leadership
- Marketing Strategy
- Process Improvement
- Cross-Functional Collaboration
- Vendor Management

OFF THE CLOCK

- Scaling Walls
- Making Music
- Collecting & Befriending Stray Animals
- Thrift Store Treasure Hunting
- Ice Cream Enthusiast

SOCIAL MEDIA

- @sincerely.k.darling
- @hellokdarling
- @ms_kristina_darling

WORK EXPERIENCE (CONTINUED)

Director of Client Services | CoupSmart — 2014–2017

- Managed client relationships and digital promotional programs across websites, social, mobile, and email.
- Used consumer demographic and psychographic insights to inform content and campaign recommendations.

Brand Manager | Kennedy Creative — 2012–2014

- Streamlined creative production workflows, reducing turnaround time from more than 120 days to fewer than 10 days and errors and omissions by over 90%.
- Oversaw creative production for FRAM across a portfolio of more than 8,000 SKUs.
- Introduced a system to organize and manage more than 1,000 STP SKUs, improving visibility and production approvals.

EARLIER EXPERIENCE

Account Executive | Intrinzic, Inc. | 2011–2012 – Managed budgets and deliverables for brand positioning, naming, identity, and launch projects.

Brand Design & Marketing Account Manager | Fisher Design | 2008–2009
Managed client brand, communications, research, and product development initiatives.

Brand Environments Client Associate | Landor Associates | 2005–2007 – Coordinated project scope, timelines, budgets, and brand strategy workshops.

Group Coordinator | CR Architecture + Design | 2003–2005 – Coordinated workflows for a five-person commercial architecture group; developed 3D renderings and marketing materials.

REFERENCES

MICHAEL LeFORT
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