

# KRISTINA DARLING

**DIRECTOR OF BRAND STRATEGY & DESIGN** 

# **ABOUT ME**

Experienced design director with a demonstrated history of working in the marketing industry. Specializes in bringing order to chaos, whether it's through repositioning a client's brand strategy, design direction, project management or restructuring internal operations and processes within an organization. You'll never find her desk messy or her emails unread.

# **EDUCATION**

1998 - 2002

#### **BACHELOR OF FINE ARTS**

University of Cincinnati

DAAP Program (School of Design,

Architecture, Art & Planning)

2015 - 2016

#### **CERTIFICATE IN COACHING**

The Hendrick's Institute & Foundation for Conscious Living

#### **SKILLS**

- Organization
- Communication
- Creativity
- Decision Making
- Leadership
- Project Management

#### **CONTACT ME**

(513) 319 - 5652

kristinajoyspears@gmail.com

### **WORK EXPERIENCE**

#### **DIRECTOR OF BRAND STRATEGY & DESIGN**

2019 - Present

PIXAURA - CINCINNATI, OH

Lead all client social media marketing and programmatic ad campaigns, including developing strategy, creative assets, and messaging.

Directed the agency design team and creative operations.

Clients: Advance Dentistry, OHC, IEL, Sleep Dynamics, International Gemological Institute (IGI), Grace Hill, Zero Skateboards, United Skincare, Heritage CBD and more.

# **OWNER/CONTRACT DESIGNER**

2014 - Present

WEST OF VINE - CINCINNATI, OH

Create logos, websites, rebrands, presentations and other digital design materials as a freelancer while maintaining full-time employment.

Clients: The Canopy Crew, Art Academy of Cincinnati, Climb Time, Meriden Mental Fitness, Flourish Design, Haven Home Staging, Parts & Labor, House of Cannabis, Devou Good Foundation and more.

#### **BRAND MANAGER**

2012 - 2014

KENNEDY CREATIVE - CINCINNATI, OH

Focused on creative production for FRAM, one of the country's largest manufacturers of automotive after-market parts, with over  $8,000\,\mathrm{SKUs}$ .

Streamlined communications and visibility of the creative process for an increasing number of new line extensions for multiple brands while simultaneously reducing errors and omissions +90%. Efficiency improved from 120+ days to < 10 days.

Introduced a system to sort, organize, update, manage and archive over 1000 SKUs for STP. Using a web based platform, reduced design errors and time delays for production approvals, and enabled faster design to shelf timeline.

Clients: Wiedemann's, Luber-Finer, STP, Duralast, PetroClear and FRAM.

#### **ACCOUNT EXECUTIVE**

2011 - 2012

INTRINZIC - NEWPORT, KY

Managed deliverables and budgets for brand development projects, primarily focused around brand strategy, brand positioning, logo and brand identity, naming and brand launch strategy.

Clients: US Bank, St. Joseph's Home, Rosedale Green and Baker Concrete.

#### **BRAND DESIGN & MARKETING PROJECT MANAGER**

2008 - 2009

FISHER DESIGN - CINCINNATI, OH

Managed client's brand, communication channels, market research, and product development (primarily offline).

Clients: Dell, Mead, Crimson Cup, Oster and Pet Factory.

## **EXPERTISE**

- Design
- Brand Development
- Brand Strategy
- Art Direction
- Digital Marketing
- Social Media Management
- Project Management

#### **TECHNICAL SKILL**

- Adobe Creative Suite
- Microsoft Office Suite
- Monday.com and Asana
- Hubspot
- Sendible

#### **INTERESTS**

- Rock Climbing
- Playing Musical Instruments
- Collecting Stray Animals
- Treasure Hunting at Thrift Shops
- Eating Ice Cream

# **WORK EXPERIENCE (CONTINUED)**

#### **CLIENT ASSOCIATE**

LANDOR ASSOCIATES - CINCINNATI, OH

2005 - 2007

Ensured that projects were delivered on scope, on time, and on budget. Assured internal team met all milestones on all key relationships. Participated in brand discussions, client workshops, brainstorms and development of strategic deliverables.

Clients: Crest, Scope, P&G, SunnyDelight Beverages and Bella + Birch.

#### **GROUP COORDINATOR**

CR ARCHITECTURE + DESIGN - CINCINNATI, OH

2003 - 2005

Led Commercial architecture group, which consisted of 5 architects designing for large-scale store rollouts, including Walgreens and Kroger.

Handled all project files, progress reports/punch lists on construction, blueprint management, material boards. Assumed role designing 3-D renderings and project marketing, eliminating cost of outsourced work.

Clients: Primarily Walgreens and Kroger.

### **REFERENCES**



# MICHAEL LeFORT

**KEITH** 

**NELTNER** 

EVP OF BRAND STRATEGY
PIXAURA
CO-WORKER

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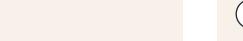


# **CLAY GRIFFITH**

MARKETING MANAGER
ADVANCE DENTISTRY
CURRENT CLIENT

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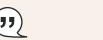


@sincerely.k.darling

in @hellokdarling

**SOCIAL MEDIA** 

@ms\_kristina\_darling



OWNER & DESIGNER
NELTNER SMALL BATCH CREATIVE
CO-WORKER AT LANDOR & INTRINZIC

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# PATRICIA PLONSKER

CEO

PLONSKER FINANCIAL MANAGEMENT

CURRENT CLIENT

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