



KRISTINA DARLING

DIRECTOR OF BRAND STRATEGY & DESIGN

RESUME / CV

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



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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 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

SOCIAL MEDIA

	@sincerely.k.darling
	@hellokdarling
	@ms_kristina_darling

WORK EXPERIENCE (CONTINUED)

CLIENT ASSOCIATE

2005 – 2007

LANDOR ASSOCIATES - CINCINNATI, OH

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, brainstorming and development of strategic deliverables.

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

GROUP COORDINATOR

2003 – 2005

CR ARCHITECTURE + DESIGN - CINCINNATI, OH

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



EVP OF BRAND STRATEGY
PIXAURA
CO-WORKER

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CLAY GRIFFITH



MARKETING MANAGER
ADVANCE DENTISTRY
CURRENT CLIENT

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KEITH NELTNER


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

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PATRICIA PLONSKER

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CURRENT CLIENT

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