

AMBER FEKEN

ART DIRECTOR

- 972-897-8251
- Dallas, TX 75218
- amber@fekencreative.com
- fekencreative.com

QUALIFICATIONS

- Highly motivated, industrious, creative professional with more than 20 years of experience.
- Persuasive communicator possessing a strong ability to foster and maintain collaborative relationships with internal stakeholders, clients and vendors.
- Focused, persistent and goal-oriented in developing high-performing advertising campaigns from conception to completion.
- Proven leadership skills, excellent at generating enthusiasm, motivating and being a mentor.
- Resourceful and agile with a natural ability to quickly solve problems, multitask and pivot when needed.

EXPERIENCE

Feken Creative Inc. 09/95 – Present

- Facilitate with cross functional teams to deliver 360-degree marketing campaigns for a multitude of companies and Fortune 500 corporations.
- Translate ideas across multiple channels and touch points that include digital display, emails, social, traditional print, marketing communications, landing pages and catalogs.
- Supervise teams and guide the entire creative process. Oversee final copy and artwork while paying close attention to detail. Ensure the creative is strategic, innovative and impactful.
- Present creative at every stage and effectively articulate rationale for design decisions. Partner with various teams to comprehend and execute any changes needed. Strive to maintain outstanding relations both internally and with the client.

AGENCY LIST

Epsilon Associate Creative Director

- Mentored and supervised a team of seven high-performing Creatives.
- Developed personalized, data-driven creative based on well-grounded strategy and analytics.
- Maintained and grew excellent client relations based on a keen understanding of their business models.

BRANDS

Wells Fargo, Pizza Hut, Dell Computers, AT&T, Capital One, JCPenney, Hyatt Hotels, ProActiv, BeechNut, BMC Software, American Express, Marriott, Midas, American Airlines, KeyBank, Thrifty Car Rental, Charter Communications, Teladoc Health

SKILLS

- Direct Projects
- Concept Creative
- Design Digital Marketing
- Produce Traditional Print
- Create Social Posts
- Present to Clients
- Manage Teams

SOFTWARE

Photoshop ————— ●
InDesign ————— ●
Illustrator ————— ●
Figma ————— ●
PowerPoint ————— ●
Excel ————— ●

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AGENCY LIST – CONTINUED

Vericast Senior Art Director

- Expanded numerous client's brand awareness and engagement through omni-channel creative.
- Produced award-winning, creative solutions for building Wells Fargo's customer retention and acquisition.

Teladoc Health Art Director

- Conceptualized, designed and developed animated and static monthly organic social posts.
- Generated email and direct mail campaigns utilizing standard best practice methodologies.

Hawkeye Art Director

- Created roadmaps for customer journeys based on user-centered design methodology.
- Fostered internal team rapport which created a more cohesive work environment.

Javelin Art Director

- Succeeded in producing one-of-a-kind marketing solutions spanning from digital to print with exceptional ROI.
- Collaborated with UX designers on a multitude of digital campaigns.

RAPP Art Director

- Redesigned Dell Computer's business and consumer catalogues.
- Oversaw the entire photoshoot process from developing the initial concept to selecting talent to photo retouching.

EDUCATION

Oklahoma State University

Bachelor Fine Arts, Graphic Design

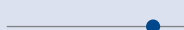
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