

Creative Director

Creative Direction • Creative Strategy • Brand Strategy • Integrated Marketing • B2B/B2C Marketing • Content Creation • Copywriting • Art Direction • Team Building

I excel at blending thoughtful creative with insightful strategy for that elusive mix of art and science. I'm a passionate brand nerd known for ensuring we are always keeping the customer at the center of everything we do. You'll find me to be a collaborative partner and mentor, as well as a solution-focused, positive team leader who can retain a sense of humor under duress.

Experience

The Aspen Group (TAG)

Creative Director | 2022-present

Led in-house creative teams for the TAG portfolio of brands including Aspen Dental, WellNow Urgent Care, Chapter Aesthetic Studio, Motto Clear Aligners and Lovet Pet Health. Projects included: integrated ad campaigns, creative strategy, video, photography, digital advertising, CRM, events and experiential space design.

- Built team to support WellNow Urgent Care and in-source majority of creative work.
- Led the creation of the TAG Studio to in-source video and photography work resulting in savings of over \$120K in first five months.
- Drove re-branding efforts for WellNow including brand architecture, strategy and comprehensive brand standards.
- Developed identity including name and visuals for Chapter's first leadership retreat.
- **Awards:** 2022 GDUSA Best Motion for WellNow "Blank Happens" campaign, 2023 GDUSA Branding and Identity for Chapter Leadership Retreat, 2024 GDUSA Best Signage and Environmental Design for Motto In-Office Experience.

ASUG | C2C

Creative Director | 2019-2022

Spearheaded brand and creative direction for the largest community-based organization supporting the SAP and Google Cloud ecosystem. Responsible for brand standards, advertising direction and campaigns as well as directing agency and freelance creative.

- Developed re-branding for ASUG including a unified event brand to support the new mission, vision, and values of the organization, connecting 10 disparate experiences.
- Oversaw creative rollout of updated asug.com website and directed new copy and photography to support the launch.
- Responsible for the evolution of ASUG brand strategy, creative, and messaging to deliver business results for portfolio. Drove NPS from 25 to 33 in 12 months.

ASUG | C2C (cont.)**Creative Director | 2019-2022**

- Led the brand experience for virtual conferences during COVID lockdown; ASUGFORWARD was introduced to the market in 6 weeks resulting in 2000+ attendees and overwhelming positive attendee, sponsor, and speaker response.
- On-camera moderator for Second ASUGFORWARD event; wrote script, interviewed guests and moderated member-only celebrity after-session.
- Led the development and creation of C2C global brand, a community-based service for Google Cloud, in six weeks including the mission, values, and brand architecture.

SARAH AHMAD CREATIVE**Freelance Creative Director | Writer | Creative Strategist | 2018**

Creative direction, writing and strategy services for B2B/B2C clients including Zebra Technologies and closerlook, a leading pharma digital agency.

- Created ad concepts, supervised video edits, and served as brand journalist for Zebra Technologies, as part of their global brand re-launch efforts.

SEARS HOLDINGS CORP**Kmart Creative Director, Acting Creative Director | 2015-2018**

Set creative direction and ensured marketing adhered to brand voice and personality standards. Oversaw video/photography shoots in studio and on location. Managed internal creative team and exterior agency relationships.

- Spearheaded complete re-branding campaign, including broadcast, digital, social, mobile, print and store, utilizing vibrant brand personality to drive reconsideration.
- Ensured unified messaging and look by directing creation of comprehensive brand guidelines and leading internal and external rollout to all channels and touch points.
- Developed multi-channel apparel campaign that led to double-digit sales increases and included video, social influencers, digital execution, and photography.
- Led creative content for programmatic video rollout, leading to sales results significantly above established benchmarks.
- Worked with Pantone Institute to develop proprietary Kmart Red and Bluelight Blue.

Kmart Creative Planning Manager | 2013-2015

- Partnered with marketing and merchandising organization to lead creative planning for \$40M print/digital weekly circular (40M circulation, 1.2K pages yearly).
- Earned prestigious Rock Star award for contributions to performance/cost goals.

Education

B.A. | Bradley University, Peoria, Illinois
Graduated summa cum laude in three years