

RENÉE TESSIER NUNLEY

OBJECTIVE

I leverage artistic talent and strategic vision to direct and deliver engaging print, web and interactive projects and ecommerce projects that make an impact. I have experience in Advertising, Branding, Project & Campaign Management, Interactive Web & Email Design, Pre-press and Pre-flight, and Creative Team Development, among other areas.

TOOLS & WEAPONS

DESIGN | Photoshop CC, Illustrator CC, InDesign CC, Adobe XD CC, Lightroom CC, Acrobat DC, Sketch, Invision
FRONT-END WEB | Dreamweaver CC, Wordpress, Bootstrap, Squarespace, HTML5, CCS3, SASS, Javascript, PHP
MARKETING | Hubspot, Bronto, Constant Contact, Mailchimp, Google Analytics, GoToWebinar
OTHER | Mac OS & iOS, MS Office (Word, PowerPoint & Excel), Keynote, Adobe Spaces, Premiere Pro CC, Kibo, Project Management (Jira, Asana, Trello), Social Media Marketing

EXPERIENCE

Remedy Partners New York NY & Darien CT

ART DIRECTOR | APRIL 2014 - PRESENT

- Report directly to Creative Director; create, review and implement design systems and pieces with impeccable attention to detail
- Liaise with other departments regarding brand awareness and best practices sessions, as well as informational sessions for marketing needs, creative and production projects
- Police brand standards and employ marketing automation strategies while streamlining design practices
- Mentor and advise junior team members

ACCOMPLISHMENTS

- Design an email marketing plan for major campaigns containing multiple audiences, customer paths and workflows, resulting in 24% climb in user engagement
- Create project template for event collateral; ensure flawless creation of all collateral within project timeline
- Negotiate vendor relationships; cut 17% off of annual print budget

Famous Horse New York NY

LEAD DESIGNER | DECEMBER 2011 - MARCH 2014

- Wireframe, build, design and QA e-commerce sites for VIM and Zacky's brands utilizing the Kibo platform
- Direct and manage freelance photographers for product and lifestyle shoots
- Design weekly banner ads, direct mailers and emails for Adidas, Puma, Clarks and other notable accounts

ACCOMPLISHMENTS

- Bring successful brick and mortar brands to the internet, with 27% growth in annual revenue for VIM, and a 32% growth for Zackys
- Successful pitch and implementation of Ortery Photobench resulted in 15% reduction to product shoot annual budget

Nausetee Norwalk CT, New York NY & Nashville TN

FREELANCE DESIGNER | JANUARY 2007 - PRESENT

NOTABLE COMPANIES

- Condé Nast | NYSCF | Journeys | Haier America | Marymount Manhattan College
Neighborhoodies | Think Around Corners | Oishi Restaurant | Clinical Recovery Specialists
Nations Roof | MTA Distributors | Martin & Company | Betty Beauty | Brooklyn Fairies

ACCOMPLISHMENTS

- Increase user engagement on fundraising campaigns at NYSCF by 35%
- Rebrand Amana Refrigeration to reflect their energy star label

EDUCATION

Marymount Manhattan College New York NY

BFA GRAPHIC DESIGN | AUGUST 2003 - MAY 2007