



# ADRIENNE ZEAK



*I'm a brand and creative leader with over 20 years of experience in design, marketing and storytelling that inspires. I lead strategy, design and execution across all platforms, guide creatives to deliver thoughtful, high-quality work that's on time and true to the brand. I'm passionate about using creativity to build trust, spark connection and make an impact.*

## // EXPERIENCE

2019 - PRESENT

### **DIRECTOR OF BRAND MANAGEMENT**

*StriveTogether*

- Develops and implements comprehensive brand strategies, overseeing visual identity, brand standards and design processes to maintain a cohesive presence
- Directs the creation of all branded materials, including digital, print, social, presentations and marketing materials for events
- Oversees co-branding initiatives and partnerships to ensure alignment with brand standards and strategic goals
- Leads and mentors design team, fostering professional growth and creative excellence
- Collaborates with internal teams, senior leadership and external partners to ensure cohesive branding and strategic alignment
- Partners with vendors, agencies and contractors, maintaining brand integrity, accessibility and quality across all materials
- Oversees event branding and photography, ensuring high-quality visual storytelling
- Implements feedback mechanisms and monitors industry trends to continuously measure and improve brand performance
- Engages with investors, partners and funders to strengthen brand visibility and support organizational growth
- Led an organization-wide rebrand, launching a WCAG AA-compliant brand system, developed comprehensive guidelines, quick-reference tools and training sessions for 100+ staff and network partners

2017 - 2018

### **FIELD MARKETING STRATEGIST**

*TCS Education Systems*

- Communicated clients' goals and project managed campaigns and media, making recommendations to resolve issues or increase performance
- Supported execution of campus events
- Created marketing collateral for enrollment
- Monitored social media

2016 - 2018

### **CREATIVE BRAND STRATEGIST**

*TCS Education Systems*

- Developed creative campaigns and media strategies
- Communicated strategies between colleges and designers—directing art, ensuring integrity of brands and scope of campaign
- Assisted project manager in managing resources, tasks, contracts and budgets
- Collaborated with external vendors, photographers and video editors
- Ensured compliance with regulatory governance for all marketing initiatives and materials

2013 - 2015

### **CREATIVE DIRECTOR**

*Waid Publishing*

- Designed four monthly community magazines
- Designed marketing creative and client ads
- Copy edited feature stories

2012 - 2019

### **ART DIRECTOR**

*Human Capital Media*

- Designed three award-winning monthly HR magazines
- Led concept meetings with editorial and art departments
- Designed marketing creative, social media assets, print and web advertising, e-newsletters and symposium materials
- Sourced photos, art directed shoots, coordinated event logistics (nationwide), reviewed photography and provided retouching notes
- Supervised design interns and freelancers
- Full-time employment converted to contract in 2014

2011 - 2012

### **PRODUCTION ARTIST**

*Adagio Teas*

- Designed retail displays, educational material, in-store digital slides, postcards, social media assets
- Copy edited and proofed content
- Managed all print jobs

2008 - 2012

### **GRAPHIC DESIGNER**

*The Sherwood Group*

- Designed identities, marketing creative, pubs, signage, e-mail templates, banners and presentation slides for 18 nonprofit associations and their respective events

## // TECHNICAL SKILLS

- Adobe Creative Cloud (Acrobat, After Effects, Illustrator, InCopy, InDesign, Photoshop)
- Bynder Digital Asset Management
- Canva

- Keynote
- Microsoft Office (Excel, Powerpoint, Word)
- Project management: Asana, Teamwork
- Wix, Wordpress

## // CONTACT

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