

# Kelly Linhares / Creative Director

416-986-4557 // holla@kellylinhares.com // www.kellylinhares.com

## PROFILE

Creative director driving brand strategy and leading teams to develop industry-leading creative across all channels. Specializing in B2B & B2B2C SaaS marketing, creative strategy, and brand development.

## EMPLOYMENT HISTORY

### SCALEPAD // Creative Director, February 2022 – Present

- Developed and executed brand architecture & strategy across 5 products through a period of rapid acquisition
- Successfully launched corporate website, which saw an 87% spike in organic search traffic both YoY and when compared to the pre-launch period
- Defined creative strategy through all marketing channels – digital, social, performance, event, and product marketing
- Built corporate brand portal to include visual guidelines, voice and tone, personality, corporate values, writing style & inclusive language, and ESG
- Established and refined creative sprint process for managing workflow resulting in increased production efficiency
- Grew creative team with high-performing hires and set paths for individual growth
- Mentored and directed multi-disciplinary creative team
- Supported as brand ambassador for UX/product development & success teams
- Presented strategy upward to C-suite executives

### LASSO CRM // Art Director, September 2016 – February 2022

- Mapped, designed and launched corporate website which increasing organic traffic and reducing bounce rate by 30% YoY
- Built and managed email template library for customer consumption utilizing HTML & CSS
- Offered email marketing strategies and design to clients
- Performed HTML optimization, a/b testing & reporting across all email clients
- Built corporate brand portal to include visual guidelines, corporate values, and UX components
- Created content (writing/video) for top-of-funnel and middle-of-funnel engagement
- Supported product development through UX/UI design strategy
- Lead/mentored creative team, managed workflow in digital, social, performance, and product marketing

### ON THE MOON CREATIVE // President/Creative Director, 2008 – Present

- Maintained long-term client relationships for self-owned business
- Provided creative services for print, digital, and website & management
- Performed copy and content creation for email and social marketing
- Attended photo and video shoots, provided art direction, brand development, product naming and logo design

### ELEVATE & TRIMARK SPORTSWEAR // Art Director, March 2007 – October 2008

### SWISSMAR IMPORTS // Lead Graphic Designer, October 2005 – March 2007

### PARETO MARKETING // Graphic Designer, January 2005 – October 2005

### L.A. ADVERTISING // Production Artist, December 2003 – January 2005

## HARD SKILLS

Creative and brand strategy  
Content writing and creation  
Project and workflow management  
Creative and art direction  
CSS, HTML, PHP  
Graphic design and layout  
Video and motion graphics

## TOOLS

Adobe Creative Cloud – Illustrator, Photoshop, InDesign, Dreamweaver, AfterEffects, XD, Premiere  
Figma, Sketch  
Microsoft Office, Google Suite  
WordPress, Webflow  
Hubspot, Mailchimp, Constant Contact, Email on Acid, Litmus, Unbounce  
Asana, Slack, Basecamp, Teamwork

## SOFT SKILLS

Empathy, integrity  
Collaborative, teamwork  
Mentorship, thought leadership  
Active learning  
Problem solving, critical thinking  
Approachable, flexible, adaptable  
Self confident, tenacious  
Detail-oriented  
Entrepreneurial

## EDUCATION

GEORGE BROWN COLLEGE // Toronto  
**Ontario College Advanced Diploma**

Graphic design, illustration, production fundamentals, advertising & design concepts, art history

## CERTIFICATION

Inspiring & Motivating Individuals  
University of Michigan  
Foundations of UX Design – Google  
Intro to UX Design  
Georgia Institute of Technology