

# Kelly Linhares / Creative Director

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## PROFILE

Results-driven Creative Director with a proven track record in driving brand strategy and leading teams to develop industry-leading creative across all channels. Specializing in B2B & B2C SaaS marketing, creative strategy, and brand development. Experienced in managing multidisciplinary teams and delivering impactful marketing campaigns. Thrives on change, fosters an inclusive and collaborative team culture, and possesses a strong business-first mindset.

## EMPLOYMENT HISTORY

### SHOELACE LEARNING // Creative Lead, Marketing & Brand September 2023 – Today

- Optimized creative on TOF landing pages, topping a 39% conversion rate
- Refined email marketing and onboarding flows, often seeing +50% open rate and reaching +5% CTR
- Defined and delivered on campaigns for all marketing channels; digital, social, performance, event, and product marketing
- Built a corporate brand portal encompassing visual guidelines, voice and tone, personality, corporate values, writing style & inclusive language, ensuring brand adherence across all functions
- Directed brand focus for creative teams in UX/UI, product, and game design

### SCALEPAD // Creative Director February 2022 – September 2023

- Developed and executed brand architecture & strategy across 5 products
- Launched corporate website, resulting in 87% spike in organic search traffic YoY
- Defined creative strategy through all marketing channels
- Built corporate brand portal, visual guidelines, voice and tone, personality, corporate values, writing style & inclusive language, and ESG
- Established more efficient creative sprint process for managing workflow
- Grew and maintained creative team with high-performing hires
- Mentored and directed multi-disciplinary creative team
- Directed brand focus for UX, product development, and success teams

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

- Developed corporate website, reducing bounce rate by 30% YoY
- Built HTML email template library for CRM product
- Delivered email marketing strategy and design implementation to partners
- Performed email optimization, A/B testing & reporting for maximum deliverability
- Designed 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 creative team, managed workflow in digital, social, and product marketing

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

- Maintained long-term client relationships for self-owned business
- Provided creative services for print, digital, and website & management
- Copy and content creation for email and social marketing
- Directed photo/video shoots, brand development, product naming and logo design

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

- Designed all marketing and sales assets; catalogues, trade show/event
- Ensured brand integrity within product for the 2010 Olympic Games in Vancouver
- Developed and scaled specialized brand that became a staple product
- Directed website production, product photo shoots, press approvals
- Obtained PR opportunities for business growth

SWISSMAR IMPORTS Lead Graphic Designer // October 2005 – March 2007  
PARETO MARKETING Graphic Designer // January 2005 – October 2005  
L.A. ADVERTISING Production Artist // December 2003 – April 2005  
COMPASS GROUP Graphic Designer // December 2001 – December 2003  
ROGERS MEDIA Graphic Designer // April 2000 – August 2001

## SKILLS

HTML, CSS, Web Applications, Editing, Design, Brand, Conceptualizing, Interactive Design, Graphic Design, Typography, System Design, Digital Design, Directing, Advertising, UX and UI, Social, Photography, Management Experience, Client Relationships, User Testing, B2B, B2C, Marketing, Creative Strategy, Video, Presentations, Product, Customer Experience, Content, Brand Identity, Print, CRM, Brand Guidelines, Storytelling

## TOOLS

Adobe Creative Cloud, Illustrator, Photoshop, InDesign, XD, Dreamweaver, AfterEffects, Premiere, CSS, PHP, HTML, Figma, Sketch, WordPress, Elementor, Divi, Hubspot, Mailchimp, Sendgrid, Klaviyo, Salesforce, Microsoft Office, Teams, Sharepoint, Email on Acid, Litmus, Unbounce, Asana, Slack, Monday, Teamwork

## 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

**Practical Accessibility for Designers**  
LinkedIn

**Developing a Diversity, Inclusion, and Belonging Program**  
LinkedIn

**Unconscious Bias**  
LinkedIn