

melanie lloyd  
*art direction + design*

**SUMMARY:** Creative Director specializing as an Art Director and Designer providing 18 years of success delivering effective, award-winning advertising and branding campaigns for leading brands in the United States & United Kingdom.

**Key clients include:** Volkswagen NA, Royal Caribbean Cruiselines, Liberty Mutual, Steward Healthcare, Celebrity Cruiselines, Polartec, Grand Met/Paddington Liquors, Bertucci's & Merrill Lynch.

Extensive experience making break-through work by developing strategies, identities and campaigns for TV, print, outdoor, social, and web consumer, non-profit and trade advertising for international & national clients.

**EXPERIENCE: GREATER BOSTON AREA** **2009–PRESENT**

*freelance creative/art director and graphic designer*

Art direction support for agencies & businesses to develop integrated advertising, identity & branding across all media.

**Agencies include:** Sleek Machine, Digitas, Boathouse, Partners+Simon, Mechanica, Digital Bungalow

**Clients include:** Bertucci's, Stanley Tools, AIG, Roche Labs, Liberty Mutual, Celebrity Cruiselines, Canon Printing, Sea Cuisine, North Shore Medical Center, Steward Healthcare, Merrill-Lynch, The AdClub of Boston, Breville, Comcast, The Limited, Sperry-Topsider, Big Ten Networks, Hewlett Packard, Herb Chambers Auto Group

**Highlights:** Lead creative director with Republic for Celebrity Cruiselines guiding two teams through conceiving onto production for the repositioning of their new Solstice line. Also working with the Ad Club to create cohesive branding for their 100 Year Gala event, including print ads, email blasts & social media for heightened ticket sales and then design all materials from commemorative books, to menus, to featured presentation video at the event.

**BOSTON, MASSACHUSETTS** **1999 – 2002**

*art director — arnold worldwide*

Fully integrated thinking across all mediums on leading brands such as Volkswagen of America, Royal Caribbean Cruiselines and Verizon Wireless. Fostered happy client relationships and contributed to the creation of poignant brand strategies. Created and launched several micro-sites, including award-winning vw.com/films, which used online films as an innovative way to increase traffic to the Volkswagen website.

**LONDON, ENGLAND** **1997 – 1999**

*freelance art director and graphic designer — various design and advertising agencies*

Created international print advertising and collateral materials targeting consumer and trade markets across the United Kingdom and Europe for various design and advertising agencies throughout London.

**Agencies include:** Interbrand Newell and Sorrell, Blue Orange Design, The Edge, Spirit Advertising & Landsdowne Conquest.

**Clients include:** Hyundai Automotive UK, Argo-Wiggins Papers, Claritas, Interbrand Newell and Sorrell, The Fabulous Bakin' Boys, American Airlines, Price Waterhouse-Coopers and Longmeier Cufflinks

*flower designer — pont*

Integrated design on a more abstract and 3-dimensional level at an intimate, hip London flower shop. After the flowers, the best part was being a part of the local neighborhood and assimilating (as much as a 'Yank' can) into the culture.

**WENHAM, MASSACHUSETTS** **1994 – 1997**

*art director — mullen advertising*

Got my feet wet creating award-winning, provocative consumer and trade advertising for international, national and local clients. Developed branding and marketing strategies for clients as well as new business opportunities. Clients include: Polartec, Malden Mills, Grand Met/Paddington Liquors, EMC, Ryka, Timberland, ABC/Disney, A/D/S Speaker Systems, Lifetime Television, Veryfine Juices, BankBoston and Speedvision

**EDUCATION: ATLANTA, GEORGIA**

*portfolio center — art direction program*

**NEWARK, DELAWARE**

*university of delaware — bachelor of arts in spanish studies*

**VOLUNTEER: LYNN, MA**

Mentor to inner-city students attending RAW Artworks program by guiding them through the college application process and providing encouragement and inspiration for career pathing. The most rewarding thing I have ever done professionally.

**AWARDS:** Gold and Best of Show IHAF Awards (2016), Boston Ad Club Hatch Awards (2015), Archive Magazine January 2015, Communication Arts January 2015, Communication Arts Advertising Annual (2002), Boston Ad Club Hatch Awards (2002), One Show (2001), One Show Interactive (2001), ATHENA Awards (2001), Archive (Dec. 2000), Print Design Annual (1998), NEBA Awards (1997)

*red + references available upon request*