

Stephanie Young

CREATIVE DIRECTOR

ABOUT ME

Accomplished senior creative leader with proven expertise in steering innovative multi-channel marketing campaigns and leading large creative teams. Exceptional skills in strategic planning, project management, and client relations. Committed to elevating brands and engaging diverse audiences through creative excellence.

CONTACT

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Portfolio: syoungcreate.com



EXPERIENCE

(merger w/GSW 2013) **Blue Diesel, Columbus 2012-2013**
Creative Director

Achievements:

Responsible for the execution of creative projects and aligning them with the strategic goals of the organization.

Led and fostered professional growth within my creative team through mentorship/development opportunities.

Stayed abreast of industry trends to drive innovation and ensure output met current standards and practices.

Responsible for overseeing new business pitches helping to secure over \$6MM in additional agency revenue.

Awards:

Manny Award for Fortesta "Get A Pair" Campaign

Clients:

Endo Pharmaceuticals, Aveed, Elanco, Imrestor

2013 - Present GSW Worldwide, Columbus
VP Creative Director

Achievements:

Spearhead a creative team of art directors, copywriters, and designers to produce cutting-edge advertising campaigns.

Develop strategic creative concepts, campaign messaging, and brand positioning tailored to exceed business objectives.

Lead integrated marketing campaigns across digital, print, social, and video platforms, ensuring brand consistency and innovation.

Manage relationships with external agencies/vendors, ensuring high-quality creative deliverables and adherence to deadlines.

Present creative visions and strategies to senior leadership and clients, communicating the rationale behind each campaign.

Awards:

Creative Floor, 2 Silver ADDYs, Webby Award, MM&M

Clients:

Eli Lilly, Elanco, ASCO, Takeda, Roche, Quest Diagnostics, TerSera Therapeutics

2007 - 2012 SBC Advertising, Columbus
Associate Creative Director

Achievements:

Strategically drove revenue through innovative campaigns that resulted in measurable sales increases. Utilized analytics to refine creative and maximize the effectiveness of each campaign.

Led a team of designers, copywriters, and art directors. Provided direction and creative insight to ensure that all advertising material aligns with brand goals and market trends.

Roll out new creative techniques and technologies to keep brand work at the forefront of the retail industry.

Awards:

3 Silver ADDYs, 1 Gold ADDY, Gold Creativity International Award

Clients:

Bed Bath & Beyond, buybuyBaby, Bob Evans, Huntington Bank

Experience continued on next page

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EXPERIENCE CONTINUED

Oneal Design, Cincinnati 2002-2003 Senior Art Director

Achievements:

Lead visual development of advertising campaigns, responsible for overseeing concept design, layout, and final artworks.

Pushed creative boundaries by incorporating the latest trends and technologies into campaigns. Worked with brand teams to evolve advertising strategies, helping to build strong brand identities.

Clients:

McCormick, Pierre Foods, Convergys,
Cincinnati Zoo, Honeywell

2003-2007 Strategic Creative Services, Cincinnati Senior Art Director

Achievements:

Direct a team of graphic designers, and illustrators, fostering a creative environment that encourages innovation and excellence. Collaborate closely with copywriters, creative directors, and marketing teams to develop effective advertising strategies.

Manage the full life cycle of creative projects, from initial briefing through to execution, ensuring they are delivered on schedule and within budget. Act as the primary creative lead on projects, presenting concepts and designs to stakeholders and adjusting creative direction based on feedback and insights.

Responsible for developing strong relationships with clients.

Awards:

Best Service Ad (2004) - NetJets campaign

Clients:

Coldwell Banker, Marriott Hotels, Rackroom Shoes, Lasik Plus,
NetJets, Warm 98FM, Tim McGraw, Crabtree & Evelyn



SKILLS

Design Programs:

Adobe Creative Suite, Adobe Express, PowerPoint

AI and Video:

Adobe Firefly, MidJourney, Adobe Rush

PORTFOLIO

syoungcreate.com

EDUCATION

Art Academy Of Cincinnati - Fine Art

Sinclair College - Advertising/Visual Communications