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GET IN
TOUCH

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Creative Director / 2021 - Present

Company: FullTilt Marketing

Clients: G&R Farms, Texas Sweet Onions, Colombia Avocados, LaTerra Fina, Bushwick, MI Asparagus, NC Sweet Potato, Starchy

Lead the creative development and execution of all marketing communication deliverables, such as web, digital, experiential, video, and print advertising, as well as social media, customer newsletters, and direct mail. Oversaw the execution of all creative efforts to ensure they are on strategy, on budget and on schedule. Researched, wrote, and designed proposals for prospective clients. Planned, developed and defended budget recommendations. Provided training necessary to provide profitable and quality service to clients. Developed and evolved corporate brand standards, ensuring that all business units and employees correctly and consistently follow branding guidelines.

- Defined and developed new "Yumbrella" brand look and feel for Starchy.
- Crafted creative retail packages for potential new business expansion.
- Created new logo and brand identity for Colombia Avocados.

Creative Director / 2020 - 2021

Company: Rippe Keane Marketing

Clients: Group Health Cooperative, LWV, ACHP, Didion Milling, Milios, Oak Bank, TMG, Pilot, GRS

Lead the creative development and execution of all marketing and corporate communication deliverables, such as web, digital, video, radio and print advertising, as well as social media, customer newsletters, direct mail and brochures. Trained and supervised team of designers, content developers, web developers and oversaw the execution of all creative efforts to ensure they are on strategy, on budget and on schedule. Planned, developed and defended budget recommendations, work goals, measurements and training requirements necessary to provide profitable and quality service to clients. Developed and evolved corporate brand standards, ensuring that all business units and employees correctly and consistently follow branding guidelines.

- Defined and developed 2020 Presidential election campaign for minority voters.
- Defined 2021 creative strategy for Oak Bank.
- Created parent hub identity "Claims Command", for all Pilot Catastrophe products.

Creative Director / 2010 - 2020

Company: Creative Edge Studio

Clients: Capital One, Derse, A3 Performance, Certified Angus Beef, Piggly Wiggly, Fourstar Beauty

Functioned as creative director and oversaw brand standards, emerging technologies and trends, client pitches, strategy, messaging, and execution of marketing systems. Managed designers, developers, and overall project management. Created budgets and tracked usage for all clients. Executed pre-press checks, and final file preparation for print, web, and digital. Led creative process from concept to deliverables for wide-range of print and digital campaigns, web-to-print, packaging, and promotional products and apparel.

- Defined and developed new brand vibe for A3 Performance (competitive swimwear company).
- Designed racing suit for 2016 Summer Olympics in collaboration with A3 Performance.
- Created Capital One's digital experience for March Madness Campaign in 2018.
- Established brand identity and logo for Texture Health during 2018.

*See next page for continued work history

EDUCATION

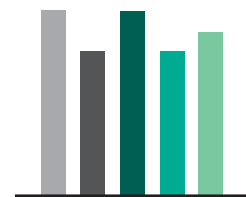
B.A. Graphic Design / 2010

Minor: Marketing

Marian University, WI

PERSONAL SKILLS

- Creativity
- Communication
- Organization
- Team Player
- Quick Turnaround



ACTIVITIES / INTERESTS

Sport: Soccer, Field Hockey

Other: Woodworking & Restoring Antiques

Music: Old Classics, Hip Hop

Senior Integrated Designer / 2018 - 2020

Company: Millennium Trust Company

Oversaw day-to-day creation of visual and technical designs and graphics for corporate and individual businesses and product line initiatives. Led design of integrated marketing campaigns and multi-channel approaches. Developed wireframes, website graphics and imagery, landing pages, email and direct mail campaigns, videos, newsletters, marketing collateral, social media content, advertising, and presentations.

- Responsible for day to day creation of visual and technical design and graphics for corporate and individual business and product line initiatives.
- Leadership role in designing for integrated marketing campaigns and multi-channel approach. Ex. Wireframes, website graphics and imagery, landing pages, email and direct mail campaigns, video, newsletter, marketing collateral, social media, advertising, and presentations.
- Key team member in implementing and maintaining assets for corporate public website and multiple digital channels.
- Implement designs within a responsive framework – design web pages, landing pages, email, and graphics for use on desktop, tablet, and mobile devices.

Senior UX/Graphic Designer / 2016 - 2017

Company: Tailor Made Products

Clients: Walmart, Menards, Shopko, Bed Bath and Beyond, Amazon

Created designs for packaging, pop displays, and print, web, and digital campaigns. Maintained brand standards for five product lines (Crisp, Curious Chef, Curious Gardener, Party Pal, and Bottle Buddy).

- Improved capabilities of technology and design departments by implementing industry best practices and new technologies.
- Launched and created new brand line called Curious Gardener, including packaging, social, print, and web.
- Saved company \$114,000 per year by proposing to bring social media and web in-house.

Graphic Designer / 2012 - 2014

Company: Scan Group

Clients: Floresheim, General Electric, Bullwinkles, Sticky Wingers, Pazzo's, Gym Treasures

Led design and production of direct mail and catalogs, as well as created print and web campaigns. Generated and pitched creative concepts and ideas to national and international clients. Managed creative process from conception to delivery for menu cover design, menu engineering, tabletop marketing displays, and web-to-print menu templates.

- Streamlined client projects within technology and design departments by introducing industry best practices and leveraging new technologies.
- Designed three lines of 2013 Floresheim shoe catalogs.

Design & Marketing Manager / 2009 - 2012

Company: Fox Bros. Piggly Wiggly

Functioned as primary designer to create in-store signage, business stationery, direct mail, flyers, and product labels, as well as executed various print and web projects. Maintained company website, providing updates in line with latest industry standards and new technologies.

- Launched social profiles on Facebook, Twitter, and Pinterest
- Created multiple email lists catering to different specials and followers including: "The Grapevine", "Fox Bros. News", "Recipe of the Week," and "Craft Beer Contest"

PROFESSIONAL SKILLS

ADOBE PHOTOSHOP	★ ★ ★ ★ ★
ADOBE ILLUSTRATOR	★ ★ ★ ★ ★
ADOBE INDESIGN	★ ★ ★ ★ ★
ADOBE EXPERIENCE DESIGN	★ ★ ★ ★ ★
ADOBE DREAMWEAVER	★ ★ ★ ★ ★
WORDPRESS	★ ★ ★ ★ ★
CSS/HTML	★ ★ ★ ★ ★
MAGENTO	★ ★ ★ ★ ★
DRUPAL	★ ★ ★ ★ ★

ADOBE ACROBAT	★ ★ ★ ★ ★
ADOBE DIMENSION	★ ★ ★ ★ ★
ADOBE BRIDGE	★ ★ ★ ★ ★
SALESFORCE	★ ★ ★ ★ ★
ACT-ON	★ ★ ★ ★ ★
WORKFRONT	★ ★ ★ ★ ★
BASECAMP	★ ★ ★ ★ ★
MICROSOFT OFFICE	★ ★ ★ ★ ★
PROJECT MANAGEMENT	★ ★ ★ ★ ★

ART DIRECTION	★ ★ ★ ★ ★
CREATIVE DIRECTION	★ ★ ★ ★ ★
MAIL CHIMP	★ ★ ★ ★ ★
CONSTANT CONTACT	★ ★ ★ ★ ★
BUDGET MANAGEMENT	★ ★ ★ ★ ★
TEAM LEADERSHIP	★ ★ ★ ★ ★
PITCHING CONCEPTS	★ ★ ★ ★ ★
STORY BOARDS	★ ★ ★ ★ ★
MOOD BOARDS	★ ★ ★ ★ ★

PROFESSIONAL REFERENCES

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Digital Marketing Manager

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