



## MARSHELLE COYLE

e mcoyle223@gmail.com

p 770.597.1158

w marshellecoyle.com

### QUALIFICATIONS PROFILE

[linkedin.com/in/marshelle-coyle-9a12326](https://www.linkedin.com/in/marshelle-coyle-9a12326)

Multidisciplinary Design Lead with extensive experience in designing cohesive visual assets across all channels, including print and packaging, digital, email, social, marketing materials, and POS. Accustomed to thriving in deadline-driven agencies, in-house teams, and remote start-ups, with strong creative thinking, problem-solving, and solid execution.

#### PRINT DESIGN

- Brand identity & style guidelines
- Catalogs, reports & all collateral
- Packaging & experiential design
- Marketing campaigns
- Creative briefs & presentations

#### ART & CREATIVE DIRECTION

- Brand vision & creative strategies
- Photography art direction
- Account & creative pitches
- Talent selection & photo editing
- Creative team leader

#### WEB & MULTIMEDIA

- Interactive website design
- Social media & email marketing
- Usability testing & reporting
- Augmented reality concepts
- Video and multimedia art direction

## PROFESSIONAL EXPERIENCE

### Sweet Nothings

Graphic Designer, Menlo, California - [sweetnothings.com](https://sweetnothings.com) (Current Remote Position)

Responsible for designing multi-channel creative solutions for a rapidly growing plant-based snack company with products at thousands of stores across the country including Sprouts, Whole Foods, Fresh Market, and Target. Approach all tasks with an entrepreneurial spirit and with the mindset that no job is too small.

- Contribute to the overall success of the brand through cohesive creative execution of all design needs, including project innovation and on-brand marketing assets.
- Create engaging and impactful design content for email and social, resulting in growing followers to 30K.

### Spinster Sisters Co.

Creative Director, Golden, Colorado (Remote Position)

Elevated the Spinster Sisters natural skin care brand through strategic design vision and photo art direction across all print and digital channels. Responsible for all creative and packaging design projects throughout the project life cycle. Developed and maintained the company's Brand Style Guidelines. Designed the company Annual Report and new business pitches and presentations. Executed social media, email marketing, and digital graphics for e-commerce website. Conducted usability study for site launch and provided results and recommendations for improved user experience. Created experiential designs, mockups, and collateral for trade shows.

- Evolved the brand creative and packaging design to target and achieve growth from a local skincare start-up to a major presence in natural and specialty stores (Whole Foods, Kroger, Grove Collaborative, and more) throughout the US and Canada while becoming a Public Benefit Corporation and achieving B Corp Certification.
- Helped achieve 10K+ social following through effective marketing and email campaigns.
- Designed and launched new product packaging and creative that led to significant growth in sales. My last year at the company saw a 72.4% growth in new Free From product line, 1,186% growth in face care, 127% growth in hair care, and 22% growth in experiential bath products.
- Contributed to numerous Best Product and Sustainability Awards, Whole Foods Supplier of the Year for the Rocky Mountain region, as well as media awards and recognitions from *Glamour*, *Vogue*, and *Rolling Stone*.

## **Morris Communications**

Marketing Creative Director, Augusta, Georgia (Remote Position)

Led design direction within the Marketing division of one of the nation's largest mid-sized multimedia companies. Designed strategic national cross-platform design and advertising projects. Expertly converted features to benefits to achieve objectives and positive user experiences.

- Launched a compelling new brand identity for organization's Event Marketing division with locations across the country.
- Elevated the brand vision and design for various headquarter and local market B2B and B2C business ventures through digital and print channels.

## **RR Donnelley**

Interactive Creative Director, Atlanta, Georgia

Provided creative direction and design initiatives for the agency's Atlanta Interactive Services department. Effectively established departmental relations and collaboration of creative teams across web, print, video and mobile disciplines. Led agency creative pitches and digital capabilities presentations.

- Designed and led creative strategies that landed million-dollar contracts with clients such as Target and Williams-Sonoma.
- Pioneered innovative augmented reality concepts for retail customers to drive unique user experiences and engagement.
- Improved process and design and development work cycles.
- Awarded American Web Design Award from Graphic Design USA for the Chick-fil-A Happily Handcrafted website.

## **Morris DigitalWorks**

Senior Digital Art Director and Usability Specialist, Augusta, Georgia

Provided art direction and overall design vision for complex websites and user interfaces. Scheduled work flow, enforced design standards, approved all creative, and participated in department's strategic planning. Received training under the Nielsen Norman Group and launched and operated the organization's usability lab. :

- Designed auto vertical licensed by 40 different newspapers that became their top performing product and increased sales.
- Ground up development and management of creative department design process and usability strategy and implementation.
- Awarded the 2005 Outstanding Performance Award.

## **AGA Creative**

Senior Art Director, New York, New York

Creative lead on high-end global commercial accounts and projects. Highly skilled in talent selection and providing compelling art direction for studio and location photoshoots. Led and mentored assistant art directors and designers. Key role as creative vision and designer for new business development team and creative pitches.

- Led and designed creative strategies resulting in contracts with world renowned brands such as National Geographic, Mercedes-Benz, Harrod's, and American Express.
- Awarded the 2000 Invest in the Future President's Award and nominated seven consecutive years.

---

## **EDUCATIONAL BACKGROUND**

**Master of Arts in Graphic Design** Savannah College of Art and Design, Savannah, Georgia, 2011

**Bachelor of Arts in Graphic Design, Minor in Art History** Savannah College of Art and Design, Savannah, Georgia, 1993

---

## **SKILLS AND TECHNICAL PROFICIENCY**

**Platform** Mac based

**Tools** Adobe Creative Suite (Photoshop w/ Generative AI, Illustrator, InDesign, Keynote), Social Platforms, Canva, Figma, MailChimp, WordPress, Squarespace, Asana, Trello, and an understanding of UI design principles, HTML and CSS.