



creative lead & brand strategist

 **emyliane.com/design**

 732.546.4074

 **santa cruz, CA**

 **emy.christodoulou**
@gmail.com

skills

Art & Design

- visual design
- die cut design
- multi-lingual design
- brand design & strategy
- illustration
- rich media
- animation
- typography
- photographic direction
- image retouching
- wireframing

Software & Tools

- Adobe CC
- Google & Microsoft Suite
- Sketch
- HTML
- Wordpress
- Asana

Professional

- team & peer leadership
- vendor & contract mgmt
- quality & press checks

education

Arcadia University
BA Scientific Illustration
Minor in Theater Arts

Glasgow School of Art
Scotland, Exchange Program
Concentration in Printmaking

Elevate Yoga
Teacher Training
RYT200

volunteer

Beltane Fire Society, **2012–now**

- Artist, storyteller
- Organizer
- Visual & narrative designer
- Costumer & prop fabrication

Brand & Social Media Strategist, Designer • **Freelance**

2012.now

Description: Throughout my freelance career, I have led, worked with, and collaborated for dozens of clients in several different market spaces, each with their own goals, experiences, and metrics. My work includes:

- Brand launches & refreshes (e.g. Neuralytix)
- Brand & packaging design (e.g. Lancer Systems)
- Marketing & social media strategy (e.g. Kelsey Hill's City Council Campaign)
- Market research & analytics assessment (e.g. Work Life Wellness)

Responsibilities:

- Project management - setting goals, maintaining timelines, holding myself, clients, and associated teams to deadlines and other success metrics
- Generating ideas, designs, and materials that either maintained brand fluency while freshening up digital presence, or coalesced disparate ideas for startups that were unique but still recognizable by the target audience
- Guided clients and teams on aesthetic guidelines that would offer the best opportunities for success at a given time in a given market space
- Created user friendly strategies and educated clients on how to maintain brand presence and growth beyond our time working together

Success Metrics: Every client has individual goals and ideas around success, therefore my work as a freelancer is flexible and involves regular research and education on current best practices.

Founder, Creative Lead, Brand Strategist • **dearling blends**

2016-2020

Description: I grew a tea-blending hobby into a tea company with an ethical & sustainable supply chain. Products were sold B2C through an independent e-commerce site.

Responsibilities:

- End-to-end accountability on all business decisions, goals, and projects including sourcing, blending, packaging, marketing strategy, social media, and order fulfillment
- Design for the brand, all packaging, social media, sales & marketing collateral, and customer experience, as well as website design and management of development and maintenance
- Vendor management for both international & domestic sources of packaging, printed goods and technology services
- Brand launch & growth via organic and paid social media strategy
- Analysis and data-driven decision making for reach, engagement, and conversion

Success Metrics: Each piece of this project had different important metrics; the tea needed to taste good, packaging needed to be recognizable and memorable, the website needed to encourage conversion, social media needed to increase reach, and sourcing needed to hit previously determined ethical standards.

E-Commerce Creative Lead, Content Producer • **Crayola**

2017-2019

Description: I was the sole visual content producer and strategist for the content marketing team. I curated the 'digital shelf' for Crayola products detail pages - both in-house and beyond.

Responsibilities:

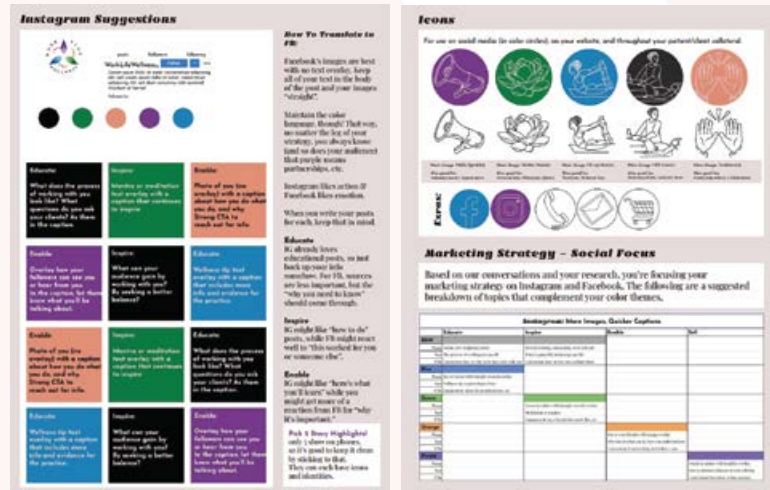
- Content strategy and execution for product launches, packaging & brand refreshes, and products identified by Customer Service as "in need of attention."
- Photoshoot planning, coordination, management, direction, curation, and editing including shot lists, hiring and coordinating with photographers, booking talent, scouting & booking location, wardrobe, and dressing the set
- Graphic design, photo curation, and image retouching for all product detail pages
- Test and learning initiatives to determine and implement data-driven decisions that supported increased conversion
- Create a usable record of all product photos & facilitate use by the wider company (via DAM, for which I was on the leadership council, and assisted in building & maintaining)

Success Metrics: Each responsibility had a tracked metric. Work with Customer Service resulted in decreased calls with specific complaints or queries, while testing initiatives led to a revamped product thumbnail (resulting in 100% increase in engagement) and a new curation protocol for the digital shelf (resulting in a 35% boost in conversion.)



design & strategy+ at a glance

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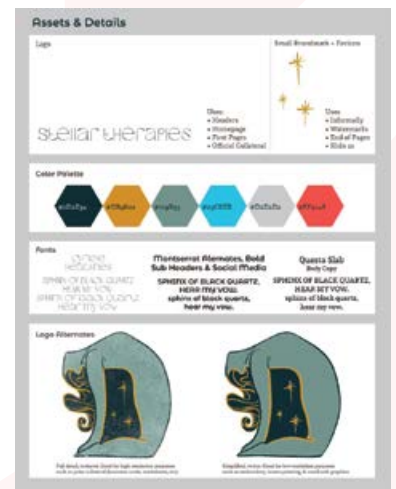
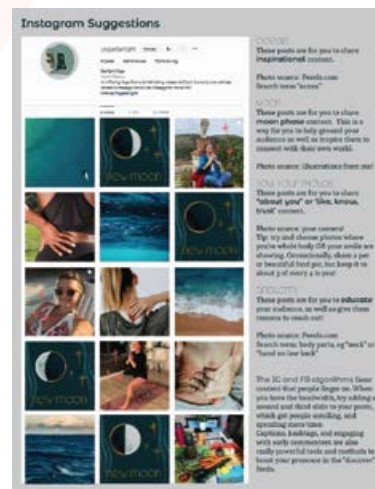


My freelance work coming into 2021 was largely focused on refreshing personal and small business brands, market research, aesthetic guidance, and education on how to use design & marketing assets. I acted as a consultant, designer, marketer, sounding board, teacher, and coach.

One of my clients, Dr. Rose Osborne (left),

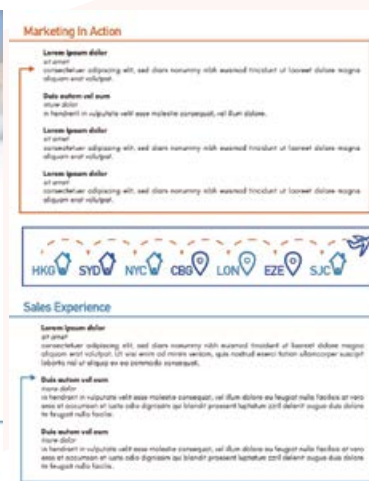
started Work Life Wellness, a life coaching business. She had managed to secure a few clients but set consistent bookings as her goal. We honed in on her target audience, researched their wants

& needs, and crafted a social-heavy marketing strategy that reflected her learnings. I worked to hand off a plan that was realistic for her fulltime schedule. She has since hit her booking goals and is continuing to lean into the style guide I created for her.



Another client - massage therapist and yoga teacher (right) Ari L, was moving countries and wanted to

feel confident finding clients quickly after settling in. I was able to establish her brand voice, design all new assets, and help her reset her marketing strategy in time for her to move continents and specialties, six weeks from our 'discovery call'.



freelance
2021

While Ari was "vibes forward" and Dr. Drea wanted to emphasize her education and appeal to all genders, Another client, Ben Woo (above, right) wanted to highlight a long career of successful tech decisions on his personal CV in order to pivot professionally, while also refreshing his business to evoke a separate but equally reputable identity.

emy.

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design & strategy+ at a glance



During the CZU wildfires, I was involved with a Santa Cruz-based, independent activist organization. Another volunteer scoured social media for the most recent information and I worked to design "super sharable," "easy to read" graphics to be distributed on Instagram. There were several, high stress updates, as well as an overall 'ASAP' timeline, due to the nature of the disaster. The graphics were shared over 600 times and cited by multiple local news outlets.

Volunteer 2020

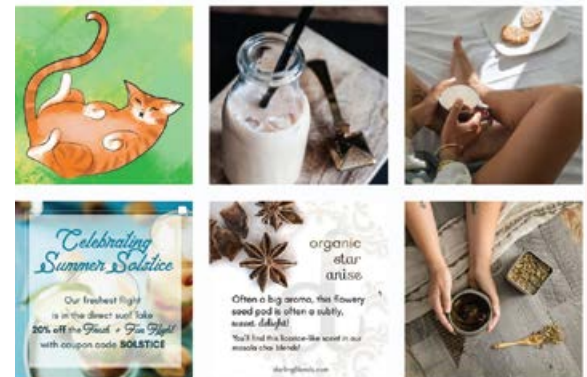


Entirely sustainable, absolutely always delicious, this project blossomed from hobby to business entirely under my direction. While I had already been a tea blender and visual designer for a few years when I took this on, package design was my happy place, and I relished the task of creating a full identity that embraced "cute", "mid-end", and also remained fully eco-friendly.

Color and 'kinds of critters' determined the family of tea (ie black blends, chai, green blends, and herbals) and also created an identifier for customers when seeking out teas they'd enjoyed.

Success metrics for this design were memorability and having an entirely ethical supply chain. By the time the store went live, 86% of the supply chain was fully ethical, including fair trade suppliers, recycled and recyclable materials, and USDA certified organic ingredients.

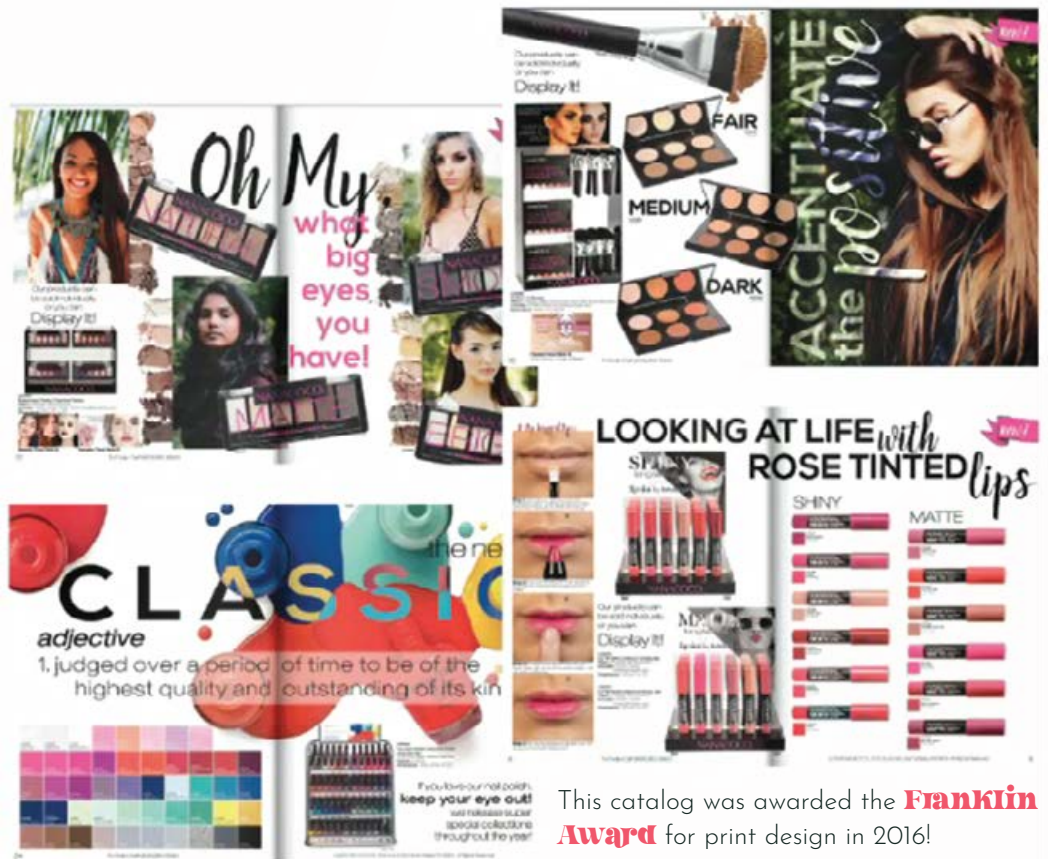
As far as memorability was concerned, I leaned on qualitative feedback such as orders for "the one with the raccoon", "the blue ones don't have caffeine, right? I'll take one of each" and, "the alpaca is my favorite!" To give indications of whether or not customers interacted with packaging as expected.



dearling Blends
2019



Catalogs feature so many skills in one, and this catalog has the professional benefit for me of being a nearly-comprehensive portfolio piece, as it was a solo project. From product photography, image retouching, copywriting, layout design, typography, press checks, and vendor management - I didn't just lead, I did every piece! While definitely a BIG project, it's also one I'm incredibly proud of. It doesn't feature a lot of copy on any one page, but the copy it has had to be very creatively laid out in order to keep a shoppers eye moving, and their brain engaged.



This catalog was awarded the **Franklin Award** for print design in 2016!



While at Nanacoco, the internal team discovered that the sales representatives weren't pitching new products because they (a) didn't have a single source of truth on product sell-points and details, and (b) only had access to our sales collateral in English, which presented a unique hurdle for the Korean-national team.

The product marketer and I set about to create a fully bi-lingual newsletter that would go through new products, explain them, give conversational talking points and fun facts in order to create an easy-to-digest, memorable fact sheet that the sales team could use and rely on.

In addition to traditional typesetting, I also functioned as a copy-editor and illustrator, while my coworker was the product expert, copy-writer and translator.