

# Amy Driscoll

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## Creative Services and Marketing Executive

Senior-level creative leader experienced in building and managing in-house teams, developing workflow processes, strategic planning and brand management. Detail oriented, collaborative, innovative, hard-working and adaptable. Accustomed to fast-paced environments with multiple stakeholders and competing priorities. Self-starter fluent in cross-cultural collaboration of international staff, vendors and entrepreneurs.

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**Entrepreneurs' Organization** | Alexandria, VA | *October 2013 - June 2019*

**Senior Director, Creative Content and Marketing** | **Creative Director**

### Leadership and strategy

- Creative department lead for marketing and branding efforts of non-profit global membership organization with over \$38 million in annual revenue.
- Instituted best practices for developing and managing all creative projects and materials.
- Implemented new creative processes, policies and procedures, and over 700 projects annually.
- Developed strategy and \$200,000 budget for the expansion of international freelancers.
- Planned and managed 40% of department's annual budget towards operational expenses.
- Reported on metrics, deliverables and creative services analytics to executive management.

### Creative services and content marketing

- Collaborated with department leads and project managers to translate marketing objectives into creative strategies and designs that represented the brand across global audiences.
- Cultivated internal client relationships and addressed issues through pro-active problem solving.
- Monitored weekly production meetings to ensure productivity and resolve challenges.
- Applied design thinking to membership processes and new product research and development.
- Implemented an online printing solution tool, fulfillment center and brand store.
- Established digital asset management system (DAM) to improve search and archival of assets.

### Team management, mentoring and staff development

- Supervised designers, videographers, production staff, freelancers and external vendors.
- Guided team's horizontal and vertical growth through mentorship, increased responsibilities and professional development opportunities in certifications and supervision.
- Documented performance reviews of staff and advised on promotions and salary increases.
- Fostered a collaborative environment with a successful rate of retention among the team.

### Creative direction and production

- Owned visual brand and led strategy and compliance across global operations and chapters.
- Managed video pre and post-production scheduling, shot lists, vendor selection and editing.
- Implemented the digital transformation of the organization's print publication, *Octane* magazine.
- Planned and managed conference brand, video and plenary budget of over \$500,000 annually.
- Executive produced plenary session logistics, talent and design for international conferences.
- Supported translation efforts and understanding of simultaneous interpretation requirements.
- **Awards:** MVP of Strategic Communications Department (peer nominated), International MarComm Awards: Gold for *Octane* Magazine and Project *Octane* video series

**Arco Creative** | Washington, DC | *May 2009 - October 2013*

**Owner/Designer**

- Designed brand identities, print collateral, environmental signage, digital ads, event and expo design and marketing campaigns for associations, small businesses and corporations
- Supervised web designers, site architects and writers through art direction and project management
- Provided conference support of booth designs and digital presentation graphics
- Incorporated design thinking into client strategic planning materials, metrics and key initiatives
- **Clients include:** Certified Financial Planner Board (CFP® Board), MicroStrategy, The Washington Humane Society (WHS), The Endocrine Society (TES), International Association of Amusement Parks and Attractions (IAAPA), Todd Gray Restaurant Group, FAIR Girls International and Entrepreneurs' Organization (EO)

**Association for Financial Professionals** | Bethesda, MD | *March 2006 - May 2009*

**Graphic Designer, Marketing**

- Collaborated with program managers and directors on campaign strategy and conceptualization
- Designed direct marketing materials, digital and environmental graphics that successfully achieved targeted membership growth
- Scheduled and art directed photographers for annual meetings to obtain on-brand imagery
- Trained freelancers and reviewed their work for quality assurance and brand standards
- Designed and implemented brand identity systems for new programs and products
- Managed vendor relationships and negotiations to ensure quality standards and budget were achieved
- Coordinated and designed advertising for internal and external publications and assisted with media buys
- **Award:** AFP Outstanding Service Award

**KPMG LLP** | McLean, VA | *May 1999- March 2006*

**Graphic Designer** | *promoted from Desktop Publisher in 2001*

- Provided print collateral, marketing campaigns, event promotion and digital communications for regional and national clients in support of the accounting, tax and consulting practices
- Worked extensively on proposals and presentations for national clients
- Served as an expert on internal brand guidelines and compliance processes
- Trained designers on guidelines, quality assurance and print production process
- Mentored colleagues on software, HTML print techniques, and project management.
- Installed department-wide software updates, hardware and resolved technical issues
- Managed vendor relations and negotiated estimates to achieve budget requirements

**Additional Experience**

**The Staubach Company** | Washington, DC | **Administrative Assistant**

**Education**

Bachelor of Music, The Catholic University of America, 1993-1997

**Affiliations**

American Institute of Graphic Artists (AIGA)  
Data & Marketing Association (DMA)  
American Society of Association Executives (ASAE)

**Technical Proficiencies**

Adobe Creative Cloud, Microsoft Office, Wrike, InMotionNow, Libris by Photoshelter, OneDrive, Dropbox, Samepage, MyEmma, Canva and social media savvy