

CABRAANN POTTS

Art Director // Brand Manager

CONTACT

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INTRODUCTION

Aside from strategizing my latest creative idea, I enjoy spending time entertaining family and friends. My most memorable life moments include swimming with a whale shark, hiking Mt. Rainier, and engaging in very tense bowling matches against my husband. My number one goal is to use my creative experience to help each client develop their brand in new ways. Creative counseling is my first passion.

EDUCATION

College for Creative Studies
Detroit, MI
BFA - Advertising Design
May 2008

EXPERTISE

Creative Cloud Suite
Photoshop, Illustrator, InDesign
Digital photography
Powerpoint / Keynote
Illustration & Infographics
Final Cut Pro

Basic working knowledge-
Wordpress / Mailchimp

EXPERIENCE

Manager, Creative Services (July 2014 - Present)

Kaufman Financial Group - Farmington Hills, MI

- + Manage brand consistency for Kaufman Group companies
- + Manage, review and mentor creative work produced by junior level designers
- + Maintain relationships with clients, vendors and sponsorship partners in regards to pricing as well as production standards.
- + Lead development of creative marketing initiatives for experiential marketing, branding, events, web, email, presentations, and print from concept to execution
- + Provide guidance to other departments regarding creative principles

Freelance Art Director (Jan. 2009 - Feb. 2017)

Clients: Rainbow Child Care, Prime One Medical, Prime One Insurance, Fiat North American brand, Seeds Detroit, MOSAIC Youth Theatre of Detroit

- + Create materials for experiential marketing, events, web and print from concept to execution for internal as well as external advertising needs.
- + Work directly with clients to establish project goals and develop targeted strategies for their brands.
- + Develop new brand identity packages for clients.
- + Collaborate with account managers and vendors to effectively meet creative expectations and deadlines.

Associate Art Director (May 2011 - January 2013)

Identity - Bingham Farms, MI

- + Conceptualize, plan, design and produce range of pieces for marketing and advertising campaigns on local to national levels.
- + Create high-end design for print, email marketing, powerpoint presentations, websites (including UX/UI), social media integration and video production.
- + Motivate and help direct creatives to ensure consistency across brand platforms.
- + Provide guidance to other departments regarding creative principles and technical issues or processes.
- + Collaborate with other departments and vendors to effectively exceed creative expectations and deadlines.
- + Extend support through problem management for new brand identity and event launches in regards to creative.

Graphic Designer (Aug. 2009 - Aug. 2010)

Meadowbrook Insurance Group - Southfield, MI

- + Collaborate with Creative Director and VP of Communications to develop fresh creative ideas / designs for print, web and trade show events.
- + Conduct photo research, help create copy and collect files for production.
- + Manage department workflow for projects and agency requests when supervisors are unavailable.
- + Design new brand identity campaign for agency extensions.