

Marlene Brown

Mobile | 203 984 4907

Address | 30 Chapel Street, Greenwich CT 06831

Portfolio | www.marlebrown.com

Email | marleb236@gmail.com

Experience Creative Direction / Commerce & Brand Marketing

2022 - Present VML

- Creative Director on Narcan, AlEn, AB InBev, Abbott, Morton Salt, New Business
- Leads new business and growth initiatives, securing and expanding client scope through a high volume of work across multiple accounts, focused on strategic creative solutions.
- Lead visual strategy and develop visual systems, ensuring brand consistency while pushing creative boundaries to achieve excellence and business objectives.
- Specialize in developing social-first and earned-first campaigns that garnered significant media attention and cultural relevance.
- Collaborate with Strategy teams to integrate attitudinal and behavioral insights, ensuring strategically sound, on-brief, industry and socially compliant conceptual ideas.
- Leverage a strong background in design with proven proficiency in copywriting and storytelling to craft impactful narratives and compelling deck presentations.
- Strategically manage complex team dynamics across separate client accounts, optimizing resource allocation and fostering creative efficiencies to ensure successful project delivery.

2021 - 2022 The Mars Agency

- Associate Creative Director on the Mars Wrigley account
- Led and mentored a team of Art Directors, providing comprehensive project support and actively cultivating individual career growth.
- Partnered with the Group Creative Director to spearhead the launch of ground-up brand campaigns, integrating all project touch-points from concept to execution. Collaborated cross-functionally with inter-agency partners, client leadership, strategy, and production teams to ensure cohesive and impactful delivery.
- Cultivated client relationships through strategically compelling pitches and presentations, ensuring a deep understanding of product success metrics and guiding the strategic evolution of brand voice.

2019 - 2020 Grounded World / TCC Global

- Associate Creative Director
- Collaborated directly with agency Founders and the Creative Director to drive all creative development for a B Corp Certified Innovation and Activation Consultancy, specializing in transforming purpose into profitable brand strategies.
- Directed comprehensive in-house creative services for the world's largest loyalty company, encompassing strategic pitch support, brand launches, in-store activations, 360-degree campaigns, and marketing collateral.
- Provided end-to-end art direction for photoshoots.
- Drove new business development by proactively identifying client opportunities through networking, successfully converting prospects into long-term partnerships.

2015 - 2019	Geometry Global <ul style="list-style-type: none"> • Senior Art Director • Assisted the Shopper Marketing for Unilever's Personal Care and Food categories, driving brand strategy and execution across a diverse product portfolio. • Supervised studio designers and managed Art Directors on daily project assignments. • Optimized key visuals for the shopper environment across POS and In-Store Visual formats. Developed and distributed annual Visual Communication Guides to major retail field teams (e.g., Walmart, Target, CVS, Walgreens) to ensure brand consistency. • Conceptualized and launched quarterly/annual campaigns across print, digital, in-store, and social channels to boost in-store purchase and brand awareness based on specific brand briefs. • Attended integrated agency meetings for annual strategic planning across all disciplines. • Oversaw the entire creative lifecycle, from initial brief and brainstorm through layout development, client presentations, and production oversight. • Managed photoshoots from ideation to execution, including creative exploration, photographer briefing, and on-set production oversight.
2012 - 2015	Ryan Partnership, Epsilon <ul style="list-style-type: none"> • Art Director • Under the Nestlé Waters client I have worked on promotional event campaigns, retail displays, various POS pieces, digital spaces such as direct mail and social media platforms. • Promotional conceptualization for full brand campaigns across the country promoting product and brand awareness. • Involved in the full creative process from brief to brainstorm to initial layouts, client presentation and overseeing the production process till release date. • Worked with illustrators and photographers to capture the vision of hero visual for both print and display layouts. • Logo design, premium event pieces, wild postings, brochures, posters, various signage, tee shirt design, and shopper marketing.
Education	University of Connecticut, BFA 2010 Dual Degree: Communication Design, Fine Arts / Advertising, Communication Sciences
Skills	Proficient in Adobe Creative Suite, UI/UX Design skills in wire-framing and interaction design, Sketch, AI-Assisted Design Tools, Basic HTML Web Development, Free Hand
Certifications	Springboard UX/UI Design Certification: Ongoing
Interests	Sustainable Design & Initiatives, Brand & Logo Design, Functional Fine Art, Experiential Marketing, Ceramics, Illustration