

Elle Speicher

CREATIVE DIRECTOR

ABOUT ME

I am seasoned in and passionate about visual storytelling. I love to help brands grow and evolve. I bring experience in brand storytelling through the integration of digital, mobile, print and social mediums.



A thinker, doer and creative problem solver with a focus on visual design for brands, I'm always dreaming up new ways to share stories across a host of digital and social channels.

Whether it's managing or collaborating with photographers, illustrators, animators, developers, or vendor partners I have the ability to seamlessly adapt to working in multidisciplinary team environments. But, what I enjoy most is having a hands-on role in bringing ideas to life through conception to development.

What you can expect from me:

- ✓ Experience in creative leadership and concept development pitches.
- ✓ Strong working knowledge of interaction design, responsive web development, and the creative process.
- ✓ Hands-on expertise in a variety of mediums (non-digital); traditional print advertising, identity, package design, and signage.
- ✓ Experience in managing photo and video shoots as well as post-production editing, graphic creation and professional voice procurement.
- ✓ Experience in content development for (digital & print); blog, ad copy, website pages, hashtag strategy for Instagram, Twitter and Facebook, e-blasts, and press releases.
- ✓ Excellent presentation skills and communication abilities with all levels of stakeholders
- ✓ Awareness of new platforms, trends and technologies in digital marketing

WORK EXPERIENCE

SMARTSITE STRATEGIES / 2011 - CURRENT

Co-Founder & Creative Director

Creates designs concepts, implements marketing strategies, and develops digital and print campaigns for a diverse portfolio of clients. Supervises a team of photographers, videographers, illustrators and animators, leveraging a wide array of skill sets to deliver excellent results for clients. As a Creative Director, Elle is tuned into the business and sales "pain" of her clients, and all design work is a direct result of in-depth strategic planning.

ATLAS FOUNDATION / 2009 - 2011

Web Media Manager

Responsible for designing and maintaining the AtlasNetwork.org site, as well as the AtlasToolkit.org site. Successfully re-designed website for Atlas utilizing CSS and Wordpress CMS. At the onset, Elle was also tasked with helping to develop a team of copywriters, videographers, photographers and graphic designers to build the new Marketing department at Atlas.

CHARLES KOCH FOUNDATION / 2008 - 2009

MBM® Associate

Worked with the Charles Koch Foundation while enrolled in their year-long Non-Profit Leadership program. Developed and delivered presentations and instruction on MBM to Koch Interns and Associates as a MBM Associate with the Foundation. Deliverables included print program materials, Social media graphics, and classroom collaterals to promote Koch Associate and Intern Programs.

CHARLES KOCH FOUNDATION / 2008 - 2009

Marketing Assistant

As Marketing Assistant for IMANI Center for Policy and Education, Elle honed her skills in creative design and web marketing. In addition to working with the organization for three months in Accra, Ghana, Elle represented and presented on behalf of the organization at two international conferences. Initiated the first website design, developed the logo, and created the print collateral for IMANI.

EDUCATION

BACHELOR OF ARTS / 2008

Political Science & Communications / Grove City College

SKILLS

WEBSITE

Wordpress
HTML
CSS
PHP
Dreamweaver
Joomla
Drupal

DESIGN

Photoshop
Illustrator
InDesign
SketchUp

VIDEO

Adobe Premier
FinalCut Pro
iMovie
YouTube
Vimeo
Periscope

OTHER

MailChimp
Constant Contact
Google Analytics
Google Adwords
Basecamp
Social Media

CONTACT

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