

CAITLIN QUIGLEY

BRAND MARKETING STRATEGIST | DESIGNER



Yorkville, Illinois



630.464.6725



CaitlinQuigleyDesign@gmail.com



CaitlinQuigleyDesign.com



Results-driven creative leader and marketing strategist, skilled in building and managing brands while driving brand partnerships. Experience with integrating market research and consumer insights into customer-focused marketing plans and activation strategies. Dynamic communication skills with proven leadership in cross-functional team environment. Driven and passionate, designing award-winning campaigns that promote profitable growth, strengthen reputation, and inspire brand loyalty.

SKILLS

- Strategic Creative Planning
- Advertising Campaign Management
- Project Management
- Integrated Marketing
- Team Building and Staff Development
- Marketing/Brand Strategy
- Omni-channel Campaign Management
- Brand Stewardship
- Budget Experience
- Graphic Design

EDUCATION AND TRAINING

BA, Mass Communications

Print Media Design

Colorado Mesa University

Web Design

Elgin Community College

UX Design Fundamentals

Udemy

Certified Copywriting Specialist

Business Training Institute

EXPERIENCE

LEAD, DESIGN

Elkay

- Successfully implement and lead brand strategy via creative, graphic design, and conception of print and multimedia materials, promoting sales growth through the conceptualization and implementation of multiple creative campaigns across multiple marketing platforms.
- Manage creative work and provide direction and training for graphic designers responsible for implementing and executing brand strategy, maintaining consistent branding standards, and overseeing project acquisition, partnership, conversion, and retention goals are met
- Deliver quality creative work to internal and external partners on schedule, while working with multi-disciplinary teams and cross-functional partners.

BRAND MARKETING STRATEGIST, GRAPHIC DESIGNER AND OWNER

Caitlin Quigley Design, LLC

- Led strategic marketing and brand building projects working with CEOs and brand strategists in a variety of industries including medical, education, auto, industrial, sales/promotion, and food service
- Influenced decision making within teams and with cross-functional partners through leadership, knowledge, self-motivated perseverance
- Managed priorities, identifying strengths and critical outcome threats, acting quickly to ensure that KPIs and client goals were met and key stakeholders were informed and engaged.
- **Clients included:** Elkay, Portillos, Follett, Athletico, Air Fresh Marketing, Albertsons, CCC Information Services

AWARDS

AMERICAN INHOUSE DESIGN AWARDS

Graphic Design USA Magazine

AMERICAN PACKAGE DESIGN AWARDS

Graphic Design USA Magazine

SOCIAL



LinkedIn

caitlin-quigley-design

EXPERIENCE - CONTINUED

SENIOR GRAPHIC DESIGNER

Follett Higher Education Group

- Led team to design and produce innovative marketing materials for media including consumer print, directional signage, print advertisement, billboards, flyers, tradeshow signage materials, and more
- Managed and prioritized workload for up to 40+ weekly and multiple long range strategic advertising goals
- Collaborated with multiple teams for brand and design consistency in print and digital while also tracking and organizing procedures and supervising, training, and managing a team of graphic designers.