

GEORGIA O'KEEFFE

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[Website](#) | [Portfolio](#)

CREATIVE DIRECTOR | ART DIRECTOR | SENIOR GRAPHIC DESIGNER

20 years' experience building compelling healthcare, financial, and other brands that boost sales for small- and medium-sized companies that want to grow new global markets and market share

EXPERTISE

Design

- Website Design
- User Experience
- Responsive Design
- Brand Management
- Corporate Identity
- Visual Storytelling
- Promotional Design

Project Management

- Team Leadership
- Collaboration
- Project Planning
- Presentations
- Photo Shoots
- Communication
- Organization

Marketing & Collateral

- Strategic Marketing
- E-Commerce
- Direct Mail
- Package Design
- Social Media
- Social Media
- Trade Shows

Manuals

- Digital & Print Newsletters

Technology

- Photo Editing
- Four-Color Printing
- Adobe Creative Suite
- Microsoft Office

PROFESSIONAL EXPERIENCE

GEORGIA O'KEEFFE BRAND DEVELOPMENT, Miami, FL

2008–present

Founder, Creative Director, Graphic Designer, and Marketing Specialist

Highlighted Accomplishments

- Managed the SoHealing brand expansion that secured new funding. Designed the website, user interface, photos, and social media profiles.
- Designed and supervised production of a brochure, stationery, and a print curriculum manual for Kid's Group of America. Developed collateral magnets, bumper stickers, tee shirts, and decals.
- Conceptualized SoHealing brands for new global markets. Designed logos and packaging. Obtained press approvals, ensured international labeling compliance, and directed production.

Design

- Conceptualize, create, and direct the layout and design of quality online and print marketing communications for brand exposure, new markets, and increased sales.
- Produce websites with user interface best practices.
- Design marketing communications, social media presence, and collateral.

Project Management

- Manage rebranding marketing projects. Keep projects on time, within budget, and to legal specifications.
- Collaborate with VPs, AVPs, and marketing managers.
- Hire, supervise, and work with copywriters, printers, photographers, and media.

Clients

SoHealing (clinical skincare) ▪ SoHealthy (body care & supplements) ▪ Janice Jewelry Small City College ▪ Capital Management ▪ City Horse Center ▪ Downtown Development Association

EXPERIENCE, continued

O'KEEFFE MARKETING ENTERPRISES, New York City Area

1996–2008

Founder and Creative Director

- Design**
 - Conceived, developed, and managed a marketing agency primarily for clinical skincare, cosmetics, and financial companies.
 - Led global rebranding design projects to open new markets and increase sales.

- Project Management**
 - Managed projects up to \$25 million on tight schedules. Led company sales efforts. Presented at client meetings.
 - Assured project quality. Hired, supervised, and collaborated with copywriters, printers, photographers, and other professionals. Bought media.

- Highlighted Accomplishments**
 - Designed the direct mail package with a 7% conversion rate for SoHealing.
 - Designed branded collateral for the launch of New York Life Insurance University. Created 60 agent manuals with five training tiers, five manager manuals, CD covers, video covers, and posters.

- Clients**
 - SoHealing (clinical skincare) ▪ SoHealthy (body care & supplements)
 - ABC Life Insurance Co ▪ DGC & Associates (security consulting) ▪ A Cable Channel Capital Management

THOROUGHbred ASSOCIATION, Wellington, FL

2003–present

Founding Director of Communications

- Highlighted Accomplishments**
 - Initiated a new organization and awards program for thoroughbred racehorses as sport horses.
 - Won the Global Horse Breed Information Website Award for Excellence (2011).

- Design**
 - Conceived, developed, wrote, and launched the website with e-commerce.
 - Designed identity, ads, manuals, rulebook, stationery, forms, and branded merchandise

- Project Management**
 - Create and maintain the ongoing social media strategy on Facebook and LinkedIn. Network across national, state, and local organizations.

TECHNOLOGY

Adobe Creative Cloud ▪ Creative Suite ▪ InDesign ▪ Illustrator ▪ Acrobat ▪ Dreamweaver ▪ Muse
Microsoft Office Word ▪ Excel ▪ **Web** CSS ▪ JS ▪ HTML5 ▪ Content Management Systems (CMS)

EDUCATION

Media and Web Design Continuing Education—Aquent

Responsive Web Design (2015); *UX Fundamentals: Learning to Design for Your Users* (2015); HTML5, JS, CSS3 (2012); *Coding For Designers* (2012); *How to Be a Web Designer that Developers Love* (2012)

Media Arts—School of Visual Arts, New York, NY

Bachelor of Arts—Fairleigh Dickinson University, Florham Park, NJ