

# Alison Burnell

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## Roles and Responsibilities

### Art Director

M.C. Squares

Denver, CO | Sept 2019 – Present

- Consistently crafted and applied emotive and authentic narratives across all digital and print marketing touchpoints (i.e. Amazon and Shopify storefronts, email flows and campaigns, digital ads, social content, sales and investment collateral, and product designs and packaging)
- Directed simultaneous creative initiatives by establishing workflows, developing best practices, providing direction, feedback, training, and analytic reports to in-house creatives, contractors, and agency partners
- Demonstrated ability to see projects through from conception, ideation, and prototyping to launch through product design and web development
- Realized brand's visual direction by creating shot lists, coordinating and styling photoshoots, and editing photography and videography in post
- Drove \$350,000 in email and SMS marketing sales from scratch in one year by establishing a promotional calendar, building and monitoring flows, developing A/B tests, writing copy, designing campaigns, and coordinating deadlines between cross-functional teams

### General Manager

Young Entrepreneurs Across America

Denver, CO | Aug 2018 – Sep 2019

- Mentored 15 college students developing exterior painting businesses across Colorado, generating \$350,000 in revenue
- Gathered 3,600 leads, scheduled over 400 preliminary meetings, conducted 165 final interviews, and ultimately hired 35 students
- Trained 20 students in marketing strategy, employee recruitment, project estimation, sales presentations, and painting production
- Oversaw sales and marketing efforts, including performance optimization through field advising, production and profit margin analyzation, and filing payrolls

### Branch Manager

Young Entrepreneurs Across America

Ann Arbor, MI | Mar 2018 – Aug 2018

- Established an exterior painting business grossing \$105,000 in revenue over 6 months while hiring, training, and managing 16 employees
- Yielded 250+ leads while organizing and implementing a marketing strategy via canvassing, distributing fliers, and social media marketing
- Strategically developed strong customer relationships by scheduling and conducting 156 estimate presentations with clients, providing top quality service to 56 customers

### Strategic and Creative Design Intern

University of Michigan Department of Athletics

Ann Arbor, MI | Aug 2016 – May 2018

- Elevated the Michigan brand experience through inventive athletics design while abiding by brand guidelines
- Provided extensive design support to thirty-one varsity athletic programs (i.e. posters, event programs, web graphics, brochures, infographics, photo manipulation, fan giveaways, apparel)
- Collaborated across departments within Michigan Athletics to produce print and digital collateral while meeting aggressive deadlines

## Education

### Bachelor of Fine Arts

University of Michigan

Stamps School of Art & Design

### Graphic Design Studio

DIS Copenhagen

Copenhagen, Denmark

## Awards

### Innovation in Research and Creativity Award

University of Michigan Libraries, 2018

- Recognized for outstanding incorporation of library research and lab use with creative methods to develop an honors project and accompanying 25-page thesis

### Michigan Manager of the Year Award

Young Entrepreneurs Across America, 2018

### National Logo Contest Runner Up

Aspen Institute High Seas Initiative, 2018

## Skillssets

### Software

Adobe Creative Suite

Photoshop, Illustrator, InDesign

Monday - Asana - Basecamp - Slack

Klaviyo

Figma

Shopify

### People

Project managing

Recruiting, hiring, training

Communicating

Coordinating between teams

Providing feedback and direction

### Design

Ideation, research

UX/UI design

Wireframing

Prototyping

Information architecture

Articulating design rationale

Typography