

# Chyrl Mongalo

Associate Art Director

## Profile

Over 5 years of experience as an Associate Art Director, I have gained a deep understanding for what it takes to create successful visual campaigns. My expertise lies in conceptualizing and executing creative direction that aligns with business objectives while also resonating with target audiences. I am skilled at collaborating with teams of designers, copywriters, photographers, and other creatives to produce high-quality work that drives results. Above all, I am passionate about using my creativity to achieve success for my clients and team.

## Employment History

### Associate Art Director at The Charleston Gazette-Mail, WV

May 2022 - Present

- Led a team of 5 designers in developing the branding for a new \$100 million dollar product launch.
- Created an award-winning ad campaign that increased sales by 15%.
- Designed a packaging refresh that resulted in a 10% increase in shelf appeal.
- Developed an internal training program for junior designers which improved departmental efficiency by 20%.
- Negotiated and managed outside vendor contracts, saving the company an average of 15% per year. □ • Led brainstorms with cross-functional teams to come up with creative solutions to business challenges.

### Assistant Art Director at The Journal, WV

Aug 2017 - Apr 2022

- Led a team of 4 designers and 2 assistants in creating monthly collateral for a large corporation.
- Designed and implemented an employee recognition program that boosted morale by 25%.
- Trained new hires on company software, resulting in a 50% decrease in support requests.
- Negotiated with vendors to save the company \$5,000 per year on supplies.
- Led weekly meetings with department heads to ensure projects were on track and within budget.
- Successfully completed 35 design projects within 6 months while working independently.

## Education

### Associate's Degree in Art Direction at West Virginia University

Sep 2012 - May 2017

I've learned how to ideate, concept, and execute creative campaigns across multiple channels.

## Details

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## Links

[linkedin.com/in/chyrlmongalo](https://www.linkedin.com/in/chyrlmongalo)

## Skills

Adobe Creative Suite

Graphic Design

Typography

Layout

Color Theory

Print Production

## Languages

English

Spanish

## Hobbies

Design

Art

Creative Writing