

Marquisia Fullingim

Creative Director

📁 Employment History

Creative Director at J. Walter Thompson Company, AK

Jun 2022 - Present

- Led a team of 15 creatives in developing an award-winning ad campaign that generated \$2 million in new business for the company.
- Successfully pitched creative concepts to clients on a regular basis, resulting in repeat business and positive feedback.
- Managed budgets totaling \$1 million annually and consistently came in under budget.
- Hired and trained 5 junior level designers, helping them develop their skills and grow within the company.

Senior Creative Director at Ogilvy & Mather, AK

Aug 2019 - May 2022

- Led a team of 15 creatives in developing an integrated campaign for a new product launch that generated \$12M in sales within the first 6 months.
- Ideated and created award-winning work across all channels including TV, print, digital, social media, and experiential marketing.
- Grew creative department by 30% while maintaining high standards and quality of work.
- Successfully pitched ideas to clients on a regular basis, resulting in 95% client retention rate.
- Managed annual budgets totaling \$5M.

Associate Creative Director at Leo Burnett Worldwide, AK

Sep 2015 - Jul 2019

- Ideated and created an award-winning ad campaign that resulted in a 15% increase in sales for the client.
- Led a team of 5 creatives to develop an integrated marketing campaign that increased brand awareness by 25%.
- Successfully managed projects with budgets totaling \$1M+.
- Delivered high-quality creative work on time and within budget while consistently meeting or exceeding expectations.
- Regularly provided mentorship and guidance to junior members of the team, helping them grow their skillsets.

🎓 Education

Bachelor of Fine Arts in Graphic Design at University of Alaska, Anchorage

Aug 2010 - May 2015

Some skills I've learned are typography, layout, color theory, and print production.

📄 Certificates

Certified Creative Director (CCD)

Feb 2021

Certified Digital Marketing Professional (CDMP)

Jul 2019

Details

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Links

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

Skills

Adobe Creative Suite

Graphic Design

Typography

Layout

Color Theory

Print Production

Languages

English

Hindi

Hobbies

Photography

Traveling

Art