

# Victorinah Catterall

Creative Director

## 📁 Employment History

### Creative Director at Lambert, Edwards & Associates, NM

May 2022 - Present

- Led a team of 5 creatives in developing an integrated marketing campaign that generated \$2M in new revenue.
- Ideated and directed the production of 10 digital video ads that increased web traffic by 20%.
- Wrote copy for and designed a direct mail piece that resulted in a 3% increase in conversion rates.
- Managed the development of a new website which saw a 50% reduction in customer support calls.
- Collaborated with cross-functional teams to develop 2 successful social media campaigns.

### Senior Creative Director at Doyle Advertising, NM

Sep 2019 - Apr 2022

- Led a team of 15 creatives in developing an integrated marketing campaign that generated \$2M in new revenue.
- Ideated and executed a rebrand for a major CPG client, resulting in a 5% increase in brand awareness.
- Successfully pitched and won 3 new accounts worth \$1.5M in annual revenue.
- Managed the development of 30+ direct mail pieces, increasing response rates by 20%.
- Led 2 successful product launches, each generating over \$10M in sales.

### Associate Creative Director at Red 7 Advertising, NM

Jul 2015 - Aug 2019

- Led a team of 4 designers in creating the visuals for an annual report that was distributed to shareholders. The end result was commended by upper management.
- Ideated and executed on a new design direction for the company website which resulted in a 15% increase in web traffic month over month.
- Was responsible for managing and developing relationships with key clients, leading to repeat business and referrals.
- Successfully completed projects within budget while still maintaining high quality standards set by the client.
- Managed a team of 8 designers who work on various marketing collateral such as print ads, email campaigns, outdoor signage, etc.

## 🎓 Education

### Bachelor of Fine Arts in Graphic Design at University of New Mexico

Aug 2010 - May 2015

I have learned excellent design, typography, layout, and color theory skills while studying for my BFA in Graphic Design.

## Details

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## Links

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

## Skills

Adobe Creative Suite



Graphic Design



Typography



Layout



Color Theory



Print Production



## Languages

English



Hindi



## Hobbies

Design

Art

Photography