

# LUCIE ALLAM

Plano, TX

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Dynamic and innovative **Art Director / Creative Director** with history of success leading creative and marketing departments and managing digital marketing and social media campaigns for a variety of clients. Improve companies' images and drive business development and revenue growth by designing publications, electronic communications, e-learning materials, and interactive media. Stay apprised of industry advances and trends. Exceptional collaborative and interpersonal skills; history of success in art direction and layout for well-known publications. Strong eye for detail and expertise in design fundamentals and marketing best practices. Creative mentor and team leader. Fluent in English and Arabic. Working knowledge of French and Spanish.

## PROFESSIONAL EXPERIENCE

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MAST TRAVEL NETWORK – Oakbrook Terrace, Illinois

Jul 2014 – present

### **Creative Design Manager**

- Create and conduct highly creative and persuasive sales and marketing presentations.
- Successfully create and design custom marketing materials for 200+ Travel Agencies including table-top displays, flyers, agency publications, posters, point-of-sale merchandising, logos, business cards, newsletters, brochures, etc.
- Plan & develop work goals, measurements, and training requirements necessary to provide both profitable and quality service to clients
- Focus on the creation and administration of project schedules and budgets to maximize the financial resources and earnings for clients
- Creating and executing social media campaigns and calls-to-action that drive target buyers to client sites and generate leads for our clients.

VANCE PUBLISHING CORPORATION – Lincolnshire, Illinois

Jul 2013 – Jun 2014

### **Associate Creative Director**

- Led execution and analysis of e-mail marketing campaigns. Focused on project management and creativity.
- Collaborated with team members as well as Marketing, Sales and Social Media Managers to develop designs and marketing campaigns.
- Analyzed market trends in order to improve targeting of marketing campaigns.
- Planned and implemented social media campaigns through Facebook, Twitter, and Pinterest. Increased social media engagement & “likes” by 50% particularly for Modern Salon Magazine.
- Conceptualized and designed online websites, site architecture and wireframing, worked closely with programmers on site development.
- Reported on new digital subscribers, demographic data, paid subscriptions, and client leads.
- Utilized database management software to manage scheduling, deployment, and processes.
- Developed new e-mail campaigns on ongoing basis.
- Created and implemented visual design elements associated with brands, public relations, and digital marketing for most of Vance's 15 publications.
- Led new business and marketing efforts that resulted in acquiring 50% more yearly subscriptions for Modern Salon Magazine & The Packer newspaper.

*Samples: [www.modernsalon.com](http://www.modernsalon.com); [www.thepacker.com](http://www.thepacker.com); [www.woodworkingnetwork.com](http://www.woodworkingnetwork.com)*

LEGEND CREATIVE GROUP – Lake Zurich, Illinois

Feb 2011 – Jun 2013

### **Creative / Interactive Director**

- Coordinated design projects from concept through execution; media platforms included tablet, Web, and print.
- Functioned as pitch team leader and marketing strategist. Created high-level, persuasive sales and marketing presentations.
- Evolved the design and best practice standards of Closet Works' email campaigns, also worked on revamping their online portfolio, landing page development, social media campaigns and banner ad creative.

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## PROFESSIONAL EXPERIENCE

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LEGEND CREATIVE GROUP – Lake Zurich, Illinois

Feb 2011 – Jun 2013

### **Creative / Interactive Director**, continued

- Translated subject matter into concrete design for newsletters, promotional materials, marketing collateral, and corporate websites.
- Provided proposal layout and design for high-end corporate contracts under extremely tight deadlines.
- Coordinated direct mail and print campaigns, lead marketing strategies and new business development for various clients some of which are ULINE, Closet Works and ECO.
- *Clients: [www.closetworks.com](http://www.closetworks.com); [www.echo-usa.com](http://www.echo-usa.com); [www.shindaiwa.com](http://www.shindaiwa.com); [www.lowes.com](http://www.lowes.com)*

HARP INTERACTIVE – Oakbrook Terrace, Illinois

Jan 2009 – Feb 2011

### **Senior Interactive Designer / Art Director**

- Spearheaded website redesign for Associated Bank's 600+ page site; developed site architecture, wire-framing, and final design.
- Served as Senior Interactive Designer for mobile banking app design and online banking and banner advertising campaigns.
- Designed and produced Web pages, mobile apps, electronic communications and announcements, e-learning materials (e-mail, e-newsletters), and interactive media for professional and consumer audiences.
- Led new business efforts that resulted in the acquisition of Empire Associated Bank and Associated Bank.
- Developed design and layout for brochures, sell sheets, catalogs, and other marketing and print collateral.

*Projects: Associated Bank: [www.associatedbank.com](http://www.associatedbank.com); Alicia Beauty: [www.aliciabeauty.com](http://www.aliciabeauty.com); Friendly's: [www.friendlys.com](http://www.friendlys.com); Condor Airlines: [www.condor.com](http://www.condor.com); Stuart Brent Book Club: [www.stuartbrent.com](http://www.stuartbrent.com)*

GRAPHICO – Arlington Heights, Illinois

January 2005 – January 2015

### **Freelance Creative / Interactive Director and Account Manager**

- Managed creative aspects of numerous projects for broad range of B2B and B2C clients.
- Identified and initiated new campaigns and opportunities for existing social media and marketing campaigns.
- Contributed to new business development and acquisition in roles as pitch team leader and marketing strategist.
- Spearheaded Web, print, and marketing projects from concept through execution.
- Worked closely with clients to obtain approval on designs submitted to develop professional publications, websites, and marketing collateral.
- Designed easy-to-navigate websites, professional publications, and corporate identities that were "razor-sharp" and unique and towered above the competition.

*Clients included: Lake Forest: [www.lakeforesthearing.com](http://www.lakeforesthearing.com); CVI: [www.classicvalueinvestors.com](http://www.classicvalueinvestors.com), Enhanced Form: [www.enhancedform.com](http://www.enhancedform.com); Brighter Dental: [www.brighterdentalchicago.com](http://www.brighterdentalchicago.com); Nuvenue Photographic: [www.nuvenuephotographic.com](http://www.nuvenuephotographic.com); Sheridan Road magazine: [www.sheridanroadmagazine.com](http://www.sheridanroadmagazine.com); i4Design magazine: [www.i4designmagazine.com](http://www.i4designmagazine.com); PBQ Magazine: [www.perfumbottles.org](http://www.perfumbottles.org); Mama Sita: [www.msita.com](http://www.msita.com)*

NUHAUS CORPORATION – Highland Park, Illinois

May 2001 – Apr 2004

### **Art Director / Marketing Coordinator**

- Headed the marketing department of 5 employees.
- Oversaw execution of projects according to desired timetables.
- Improved the company's image by introducing new marketing material. Kept the department up-to-date with industry design and communication trends.
- Introduced stimulating graphics to website.
- Created brochures, pamphlets, and professional presentations for use in marketing.
- Designed adequate marketing programs that helped the firm achieve its sales and production targets by 80% of the previous year's goal.

## EDUCATION

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**Certificate in Website Design and Development**, Illinois Institute of Art – Schaumburg, Illinois

**Bachelor of Arts, Graphic Design**, Notre Dame University – Beirut, Lebanon  
Emphasis in Typography

## COMPUTER SKILLS

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Adobe Creative Suite – Photoshop, Illustrator and InDesign | Word Press | Office XP (Excel, Word, PowerPoint) |  
QuarkXPress | Dreamweaver | CSS | Adobe Acrobat | AutoCAD