

About

Senior Creative Director and brand builder with 19 years of experience scaling 3 startups into category leaders. Equal parts creative strategist and executor, I build the vision, the systems, and the teams that make great work sustainable at scale. Proven track record of leading high-performing creative and marketing teams across brand strategy, visual identity, design systems, full-funnel campaign execution, and product design. Fluent in storytelling, audience segmentation, and data-informed creative optimization. Actively integrating AI-powered tools and workflows to increase creative velocity without sacrificing craft.

Experience

SENIOR CREATIVE DIRECTOR AND MARKETING LEAD | 1/2024 - Present | Feedvisor

- Architect and execute comprehensive full-funnel brand and marketing strategy across paid media (Meta, LinkedIn, Google, Microsoft, Reddit, YouTube), email, organic social, content syndication, partnerships, print, and events - driving pipeline growth and strengthening brand positioning
- Built a creative team of up to 8 from scratch - identifying talent, mentoring individuals into expanded roles, and fostering a culture of creative excellence that resulted in 4 internal promotions and 2 team members recruited into more senior external roles; converted 2 freelancers into full-time hires who grew into Art Director and Senior Graphic Designer respectively; grew a junior copywriter into Content Marketing Manager in under 2 years
- Plan and execute 36 campaigns annually (24 content marketing and 12 product marketing) across email, social, paid media, events, and content syndication
- Serve as creative lead for brand services group; oversee creative strategy and execution for Samsung's Amazon presence across brand store design, product detail pages, A+ content, and ads in support of product launches and tentpole events
- Oversee product design and UI enhancement, collaborating directly with CEO, COO, and R&D to deliver a best-in-class platform experience from sign-up through onboarding and beyond
- Work with President and COO to produce and present RFPs, design proposals, and high-level client analyses for established brands
- Own and manage ~\$800K annual marketing budget across paid media, production, events, and freelancers tracking spend, optimizing allocation, and maintaining accountability across vendors and agency partners

CREATIVE DIRECTOR | 11/2020 - 01/2024 | Feedvisor

- Built and executed content marketing engine (flagship research, executive thought leadership, blogs, webinars, and emails) to drive quality pipeline through storytelling
- Led brand activation initiatives including events, content syndication, and partnerships to drive brand awareness and engagement with minimal spend

Kate Armbrust

New York, NY

401.573.8465

kategarmbrust@gmail.com

LinkedIn

www.linkedin.com/in/katearmbrust/

Portfolio

www.katearmbrust.com

Education

BACHELOR OF FINE ARTS
Denison University

WEB DEVELOPMENT

New York University

Core Competencies

Brand Strategy, Visual Identity, Design Systems, Full-Funnel Campaign Development, Team Leadership & Mentorship, Content Marketing, Performance Marketing, AI-Powered Creative Workflows, UX/UI, Executive Storytelling, Budget Management, Agency & Vendor Management

Selected Brands

Samsung, Anheuser-Busch, Jaguar/Land Rover, General Electric, GlaxoSmithKline, Marriott, Holiday Inn, QVC, SAP, Citizens Bank, Franklin Covey, Tory Burch, Vera Wang, OPI, Oakley

References

See my recommendations on **LinkedIn** or contact me for more

- Built, managed, and mentored multidisciplinary creative teams; translated client and leadership feedback into clear, actionable direction for designers, copywriters, and partners establishing a culture of collaboration and creative excellence
- Managed budget and content calendar; used Asana for resource management, approvals, and progress tracking

SENIOR ART DIRECTOR | 06/2018 - 11/2020 | Feedvisor

- Oversaw creation of all digital media including white papers, web and social images, ads, sales materials, and sales decks
- Evolved brand guidelines to adapt to new channels and audiences while maintaining brand voice and visual tone; developed style guides for new products and launches
- Designed and built creative assets for clients' Amazon presence including product detail pages, brand stores, and ads, following strict guidelines and meeting tight deadlines
- Provided competitive analysis and creative optimization recommendations for brand expression on Amazon, Walmart, and other e-marketplaces
- Planned and managed events including budget, logistics, promotion, and marketing activations

ART DIRECTOR | 3/2014 - 6/2018 | LEO Learning

- Led creative development and production of 2 award-winning custom e-learning solutions for global enterprise clients: Anheuser-Busch, Jaguar/Land Rover, General Electric, QVC, GlaxoSmithKline, SAP, Citizens Bank, Holiday Inn, Marriott, Franklin Covey, NTT Dell Services
- Developed UI for custom e-learning experiences, evolving brand guidelines and creating engaging user experiences for global audiences
- Helped scale LEO North America from a startup to a leader in the U.S. market

PRINT PRODUCTION COORDINATOR | 8/2012 - 3/2014 | Jobson Publishing

- Managed creative services team and oversaw pre-press and quality control for all JHI marketing and external clients
- Delivered high-quality materials for Robert Marc, Avalon, OPI, Oakley, Tory Burch, Safilo, Hilco, Vera Wang, and others

PRINT PRODUCTION MANAGER | 11/2006 - 08/2012 | Gartner Greetings

- Architected pre-press workflow, streamlining processes from design to print; oversaw press scheduling and quality control
- Designed greeting cards, packaging, and paper goods

CO-FOUNDER | 4/2009 – 8/2014 | Paper Bird Press

- Co-founded and operated a consumer paper goods brand - designed, produced, and marketed a full product line from scratch, responsible for all operations including sourcing and printing