

## About

18 years of experience in creative leadership, with a diversified track record of success at startups and supporting global brands. Creative and innovative mindset with a passion for building and evolving brands. Proven ability to lead and scale high-performing creative and marketing teams, overseeing disciplines including design, content, brand, product, and campaign execution. Expertise in brand and product advertising, crafting high-performing campaigns with limited spend. Exceptional storytelling skills and understanding of audience segmentation and the ability to craft campaigns that resonate. Data-driven mindset with experience leveraging insights to refine creative strategy, messaging, and spend to improve performance. Equal parts leadership and execution, seamlessly switching between guiding teams and executing high-level creative work as an individual contributor.



## Kate Armbrust

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## Experience

### SR CREATIVE DIRECTOR AND MARKETING LEAD | 6/2018 - Present | Feedvisor

- Built high-performing creative and marketing teams, executing product and brand campaigns that fuel quality pipeline and strengthen the brands position as a leader in the space.
- Architect and execute all creative and marketing efforts across channels including emails, paid media (Meta, LinkedIn, Google Search, Reddit, YouTube), website, content syndication, webinars, podcasts, and events
- Oversee content optimization for established brands (most notably Samsung) on Amazon, Walmart, and other e-marketplaces across product detail pages, brand stores, and advertising.
- Work with leadership on bids, proposals, and high-level performance analysis.

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

- Worked directly with clients to evolve and apply brand identity to elearning
- Designed and built custom elearning solutions (2 award winning) for a range of brands: Anheuser Busch, Jaguar/Land Rover, General Electric, QVC, Glaxo Smith Kline, SAP, Citizens Bank, Holiday Inn, Marriott, Franklin Covey, NTT Dell Services
- Scaled LEO North America from a startup to a leader in the U.S.

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

- Managed creative services team and reviewed creative output.
- Oversaw pre-press and quality control for all JHI marketing and external clients.
- Developed strong relationships with printers, clients, and partners resulting in lower quotes and repeat business.
- Delivered high quality materials for Robert Marc, Avalon, OPI, Oakley, Tory Burch, Safilo, Hilco, Vera Wang, among others.

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

- Architected pre-press workflow, streamlining and improving processes from design to print.
- Oversaw pre-press prep, press scheduling, and quality control of all paper products.
- Designed greeting cards, packaging, and other paper goods.

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

- Responsible for all operations including designing, printing, sourcing, and marketing.

## Portfolio

[www.katearmbrust.com](http://www.katearmbrust.com)

## Background

**Product and Web Design:**  
UI/UX, Wordpress

**Print Design:** Editorial, Letterpress, Greeting Cards, Marketing Materials, Catalogs, Packaging

**Print Production:** Preflight, Color Correction, QC

## Tools

Adobe Creative Suite, MS Suite, Google Suite, Captivate, Premier Pro, HTML, CSS, Squarespace, Wix, Wordpress, Articulate Storyline, gomo, Asana, Appcues, Knak, JIRA, Basecamp, Knak

## Education

**Bachelor of Fine Arts (BFA)**  
Denison University  
2002 – 2006

**Web Development**  
New York University  
2013

## References

Available upon request