

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

Brooklyn, NY
401.573.8465
kategarmbrust@gmail.com
linkedin.com/in/katearmbrust

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

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