

About

19+ years of creative leadership with a track record of success scaling 3 startups and supporting global brands. Proven ability to lead and scale high-performing creative and marketing teams. 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.

Experience

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

- Architect and execute comprehensive full-funnel marketing strategies that align with the company's business objectives, fuel pipeline, and strengthen brand positioning ensuring consistent brand tone and visual identity
- Lead both the Creative and Content teams to produce all digital assets, messaging, and marketing efforts across activation channels including email, paid media (Meta, LinkedIn, Google, Microsoft, Reddit, YouTube), website optimization, organic social, content syndication, partnerships, print, and event; Manage day-to-day digital delivery in order to accelerate pipeline growth and ensure cross-functional accountability
- Oversee creative and content optimization for established brands on Amazon, Walmart, and other e-marketplaces across product detail pages, A+ content, brand stores, and ads
- Work with President and COO to produce and present RFPs, design proposals and high-level client analyses for established brands
- Responsible for overseeing product design and UI enhancement
- Monitor and analyze performance metrics to provide regular reporting to stakeholders
- Responsible for variable budget tracking, freelancers, sales enablement and vendor communication

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

- Architected and executed content marketing engine to drive quality pipeline through storytelling, including flagship research, executive thought leadership, blogs, webinars, and emails
- Lead brand activation initiatives including events, content syndication, and partnerships to drive brand awareness and engagement with minimal spend
- Built, managed, and mentored creative teams translating client and leadership feedback into clear and actionable direction to designers, copywriters, and partners, establishing a culture of collaboration and creative excellence
- Managed budget and content calendar, used Asana for resource management, approvals, and to track progress

Kate Armbrust

Brooklyn, NY
401.573.8465
kategarmbrust@gmail.com

LinkedIn
www.linkedin.com/in/katearmbrust/

Portfolio
www.katearmbrust.com

Education
BACHELOR OF FINE ARTS
Denison University
2002 – 2006

WEB DEVELOPMENT
New York University
2013

Tools
Adobe Creative Suite, MS Suite, Google Suite, Figma, Wordpress, Wix, Squarespace, HTML, CSS, Premier Pro, Monday, Asana, JIRA, Basecamp, Appcues, Knak, Mailchimp, SurveyMonkey

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

- Creative lead for brand services group. Oversaw creative planning, strategy, and execution for Samsung's Amazon presence (and other brands) including brand store design, product detail pages, A+ content, ads, and other activations in support of product launches and tentpole events
- Led UX/UI of customer journey from sign up, onboarding, post trial, product features, working closely with CEO, COO, and R&D teams to create a best-in-class platform

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

- Oversaw creation of all digital media including white papers, web and social images, ads, sales materials, sales decks
- Ensured brand tone and visual identity was applied consistently across email, social, partnerships, website, advertising, events, and product
- 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 store, and ads, following strict guidelines, juggling shifting priorities, and meeting tight deadlines
- Provided competitive analysis and creative optimization recommendations for brand expression on Amazon, Walmart, and other marketplaces
- Planned and managed events including budget, logistics, promotion, and marketing activations

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

- Lead creative development and build of custom elearning solutions (2 award winning) for global brands: Anheuser Busch, Jaguar/Land Rover, General Electric, QVC, Glaxo Smith Kline, SAP, Citizens Bank, Holiday Inn, Marriott, Franklin Covey, NTT Dell Services
- Developed UI for custom elearning, evolving brand guidelines and creating an engaging user experience
- 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