

CREATIVE DIRECTION
ART DIRECTION
SENIOR DESIGN



T R A C E J B O Y D

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EDUCATION

Bachelor of Fine Arts
Texas Tech University
Major: Design Communications
Minor: Vocal Performance
Lubbock, TX

Master of Divinity
Southwestern Theological Seminary
Fort Worth, TX

CONCEPTING

INTEGRATED CAMPAIGNS

IDENTITY | BRAND ARCHITECTURE

VISUAL | TEXTUAL STORYTELLING

SENIOR GRAPHIC DESIGN

SENIOR COPYWRITING | EDITING

PRINT | DIGITAL | SOCIAL | VIDEO

PHOTO ART DIRECTION

MARKETING | ADVERTISING

RETAIL | WHOLESALE | NON-PROFIT

CORE COMPETENCIES

- comprehensive oversight of creative direction/art direction/brand management
- principal designer
- translate business concepts into memorable visual/textual solutions
- articulate corporate brand narrative: slogans/pitches/narrative copy development
- photo art direction and model/product photoshoot management
- front-end UX design/copy development, wireframe creation, CMS management
- logo/infographic/iconography design
- employee development/management

Art Director (Current Role) Global Views

4
yrs

- design all print/digital collateral, including multi-page catalogs, lookbooks, and press kits
- developed industry unique digital pop-up spotlights resulting in 8% increase in SEO in Q3 2023
- concept/design all email marketing for four brands within the Global Views portfolio increasing open rates by 14% from Q1-Q4 2022
- art direct photo shoots

Creative Director GEX Management

1.5
yrs

- constructed brand stories and identity systems for corporate acquisitions including logo design, slogans, taglines, brand narratives, landing pages, website wireframes, letterhead, marketing collateral, social media messaging
- launched digital display ad campaigns resulting in 17% increase in SEO in 2018
- created the company's first style guide establishing the framework for identity and messaging
- logo/infographic/iconography design
- strategy, design, copy development for social media messaging
- strategy, design, copy development for print/digital collateral
- constructed pitch decks for sales enablement and acquisition presentations

Creative Manager & Principal Designer Livingston Audiology Centers Dallas Administrative Office

1.5
yrs

- generated creative content for direct mail, email, newspaper, website, and social media advertising
- art directed new website construction resulting in 7% increase in online appointment setting in the first 30 days after launch
- designed successful direct mail campaigns across 85 markets resulting in 6.2% reduction in CPC metric
- designed and launched segment marketing campaigns resulting in expanded brand footprint and patient demographic
- reimagined ROP print advertising across 85 markets resulting in 5.5% reduction in CPC metric
- newsletter designer/editor for Livingston's Spark newsletter
- produced video content for email marketing and social media messaging
- reimagined social media messaging resulting in 2.9M in sales in 1st year of deployment
- co-managed Google Ad Word campaigns

Marketing/Creative Director American Gem Trade Association

1
yr

- designed communication campaigns to serve 1400+ North American members
- conceived/designed domestic and international trade publication print ads
- served as designer and editor-in-chief for Prism magazine
- designed marketing campaigns for the annual Spectrum Awards in Manhattan resulting in record participation
- designed unique 3-D print invitations for the annual Spectrum Awards in Manhattan
- designed and executed ad campaigns to accelerate buyer attendance at AGTA GemFair Tucson resulting in a 6% increase in attendance, and at JCK Las Vegas resulting in 4% increase in attendance
- managed contract writers, proofers, videographers, photographers, stylists

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ADDITIONAL SOFTWARE

Asana | Monday.com | MS Teams
Mail Chimp | Constant Contact
Dot Digital
Keynote | Powerpoint
WordPress | Joomla
Google AdWord
Facebook | Instagram | LinkedIn

ADDITIONAL PROFICIENCIES

Advertising/Editorial Design
Creative Brief Development
Illustration
Analytic Analysis
Personnel Development