

# JULIE ROWLAND

Senior Art Director – Collaborator – Brand Steward – Team Player.

## CONTACT

🏠 Lighthouse Point, FL

📞 954-296-6003

✉️ dbjules65@gmail.com

in /in/julie-rowland-37214826/

## CORE COMPETENCIES

Brand Management

Digital and Marketing Strategy

Marketing Communications

Creative Direction

Project Management

Graphic Design Leadership

Direct Marketing

Photo and Video Shoots

Advertising

UI/UX Design

## EDUCATION & CERTIFICATIONS

### Bachelor of Arts, English Literature and Fine Arts

St. Lawrence University  
Canton, NY

### Certificate in Graphic and Desktop Design

The Art Institute of Fort Lauderdale  
Fort Lauderdale, FL

### SEO Training and Certification:

5-day SEO Mastery Skills Workshop (2015)

3-day SEO Mastery Skills Workshop (2011)

Tampa SEO Training Academy

## PROFILE

A senior art director distinguished by multi-channel design skills that increase brand awareness and drive sales via web design/e-commerce, print and digital, video, outdoor media, email, high-impact events, social media, and direct mail. Adept at leveraging leadership, delegation, time management, and multitasking skills to deliver results in fast-paced environments.

## PROFESSIONAL EXPERIENCE

**Traffic and Production Manager** October 2023—Present  
*Scenic Luxury Cruises & Tours, Hollywood, FL*

- Collaborate with a team of graphic designers, copywriters, web and email developers to ensure a scheduled flow of production assets needed daily for a growing brand.
- Serve as proof reader and design consultant to the marketing services department.
- Spearheaded the development and continuing maintenance of Workamajig, the company project management system. Mapped out the journey of the users, programmed as needed, identified issues, trouble shot, tested and built the backend of the system to reflect the needs of the marketing services department.
- Manage the print relationship with multiple outside vendors to quote jobs, keep the print pieces on schedule, review color proofs and blueslines and approve for print.
- Train new hires to ensure a smooth transition into the organization.

**President / Owner** January 2022—September 2022  
*DBJules.com, Lighthouse Point, FL*

- Designed, coded and sent segmented emails for Swan Hellenic USA through Mindbox
- Designed, populated and updated website for IYCCruises.com
- Collaborated with the principal owner of a Series B funded health and well-being startup to develop a large-scale website, including logo/branding, establishing brand guidelines, and designing the site's UX/UI from concept to final design mockups.

**Senior Art Director** July 2014—January 2022  
*MSC Cruises USA, Fort Lauderdale, FL*

- Lead a team of graphic designers, copywriters/editors, and agencies in developing brand-consistent print, digital assets, storytelling, Out of Home (OOH) and experiential marketing creative for media outlets in key markets.
- Spearheaded the creation of magazine ads with a \$5 million annual budget for trade publications (Travel Weekly, Porthole), partner magazines (Travel Over 50, Vacations to Go), and newspapers and magazines, including Modern Luxury, the New York Times, the Miami Herald, the Boston Globe, Martha Stewart Living, Delta Sky, and Lifestyle.
- Created direct mail pieces promoting Caribbean itineraries and MSC's private island, resulting in a 42% increase in bookings.
- Developed digital promotional assets for cruise sales (takeover ads, video ads, banners, landing pages, emails, travel agent assets).
- Directed the planning and execution of in-house and destination photo and video shoots to produce brand-worthy images, including art direction, managing logistics, creating shot lists, and selecting photographers, stylists, clothing, and models.
- Led the creative direction and the production of OOH marketing assets, including geofencing and address targeting billboards along with the brand takeover of Miami's Brickell Avenue Brightline train station, comprised of digital screens, a two-story column, and a 20'x12' wallscape that delivered over 1,000,000 impressions.
- Directed the development of marketing/branding assets for a **two-year** strategic partnership with the Miami Dolphins/Hard Rock Stadium. Designed digital branding assets throughout the stadium, MSC-branded pizza and gelato stations, and printed materials for luxury suites.

## PROFESSIONAL DEVELOPMENT

*Adobe Max Conference, 2019, 2016*

*3-day Direct Marketing Bootcamp, Direct Marketing Association, 2018*

*& THEN Conference, Association of National Advertisers, 2017*

*An Event Apart Conference, 2015, 2013*

*The Rich Web Experience/Continuous Delivery Experience Conference, 2012*

## TECHNICAL SKILLS

Adobe Creative Suite – InDesign, Photoshop, Dreamweaver, Lightroom, Illustrator

HTML, CCS, Litmus, Marketo, Mailchimp, Contactlab, Workamajig, Basecamp, Wrike, Workamajig, Monday.com, Mindbox

Microsoft Suite – Excel, Word, Powerpoint

## AWARDS

Recipient of the **2012 Home and Health Award** from the Private Label Manufacturers Association for the product design of *Be Soothed*, a 1-800-PetMeds product.

- Managed the print side of the Martha Stewart partnership, including co-branded materials for curated cruise packages that generated \$200,000 in incremental revenue within six months. Attended NYC/MS Studio photo shoots to create imagery for magazine ads, room package collateral, excursion brochures, special dining menus, promotional giveaways and flyers.
- Completed marketing initiatives for a coral restoration effort (supercoral.org) at Ocean Cay MSC Marine Reserve, including coral planting, setting up coral activation on the island, underwater filming for a campaign featured at the Super Bowl activation center and a four-part Nat Geo series documenting the transformation of the mining island into a private cruise island.
- Designed and executed B2C, B2B, and B2B2C email campaigns that consistently met or exceeded open and conversion rate targets, including a recent reopening promotion that delivered a 65% increase in inbound calls.
- Developed marketing assets for annual trade events (e.g., New York Times and Travel & Adventure Travel Shows), including designing award-winning booths, digital backgrounds, escalator/column wraps, and wallscapes.

### Art Director

August 2005—August 2013

*1-800-PetMeds.com, Pompano Beach, FL*

- Designed the UI/UX and developed front-end code to overhaul 1800PetMeds.com, a Top 100 retail site with 1.5+ million monthly visitors. The revitalized site received a Top 97% rating from Opinion Lab, the highest rating in the pet products category.
- Conceptualized the UI/UX, designed brand look/ logo, and built the front-end code for [www.pethealth101.com](http://www.pethealth101.com), a related website specializing in pet education that rapidly grew to 100,000 monthly visitors.
- Designed, built and coded 6-8 monthly email campaigns to include personalization of consumer names, pet names, and breeds, resulting in a 300% increase in per-campaign revenue (from \$250 thousand to \$1 million).
- Developed personalized code-based direct-mail catalogs and postcards that delivered a 16% response rate versus the industry average of 2%.
- Authored the naming and design of 10 private label products. Designed the packaging for a new private label product, Flea4x, which became a top-selling product with \$4 million in annual sales and a brand success featured in TV commercials.
- Planned and executed video shoots, including creating shot lists, hiring videographers and talent, and directing the shoots, a critical factor in driving a 150% annual increase in online sales.
- Contributed as a senior member of the Product Management Committee, which evaluated and approved new products.

### Lead Designer (Contractor)

May 2005—August 2005

*Fanball.com, Sunrise, FL*

- Conceptualized, designed, and collaborated with development and programming teams to create the NFL Score Center, a new section of Fanball.com that later became a design template for every score center on the site.

### Assistant Manager of Creative Services, Graphic Designer

January 1998—March 2005

*CBSSportsLine.com, now CBS Sports, Fort Lauderdale, FL*

- Led a team of seven designers and partnered with six coders to design and maintain CBSSportsLine.com and strategic partner websites, including PGATour.com, NFL.com, NCAA Sports.com, and the San Francisco 49'ers and Super Bowl 2002-2004 sites.
- Organized focus groups and conducted user testing to develop and analyze data to ensure an optimal customer experience on CBS SportsLine.com.
- Managed daily relationships with business partners and vendors, ensuring the timely creation of projects, including programming assets and integrating real-time data feeds between companies.
- Created ads for magazines and NFL and MLB publications to raise brand awareness and sell branded team merchandise and premium content subscriptions.
- Defined and maintained a resource library to house UI designs and advertising specs for easy reference and accessibility.