

JULIE ROWLAND

Senior Art Director – Creative Visionary Leader with Proven Results while supporting Marketing, Sales, Partnerships, Product Offerings and People.

CONTACT

🏠 Lighthouse Point, FL

📞 954-296-6003

✉️ dbjules65@gmail.com

🌐 /in/julie-rowland-37214826/

CORE COMPETENCIES

Brand & Identity Management

Digital 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 integrated campaigns, web design, e-commerce, digital marketing, print and digital ads, video, outdoor media, email, high-impact events, experiential design, social media, and direct mail. Adept at leveraging leadership, delegation, time management, and multitasking skills to deliver results in fast-paced environments.

PROFESSIONAL EXPERIENCE

Senior Art Director

July 2014—Present

MSC Cruises USA, Fort Lauderdale, FL

- Lead a team of graphic designers, a copywriter/editor, and agencies in developing brand-consistent print, digital assets, storytelling, and Out of Home (OOH) creative for media outlets in key markets.
- Created print ads and cover wraps 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 (from concept through press supervision).
- Developed digital promotional assets for cruise sales (takeover ads, banners, social posts, landing pages, emails, travel agent assets).
- Directed the planning and execution of in-house, studio, destination photo and video shoots, managing logistics and selecting photographers, stylists, clothing, and models.
- Led the creative direction and the production of OOH marketing assets, including billboards and the brand takeover of Miami's Brickel Avenue Brightline train station, comprised of digital screens, a two-story column, and a large scale wall scape.
- Directed the marketing assets for a strategic partnership with the Miami Dolphins at Hard Rock Stadium. Designed digital branding assets throughout the stadium, MSC-branded pizza and gelato stations, and printed materials for luxury suites.
- Key stakeholder of the partnership materials for Martha Stewart-curated cruise packages that generated \$200,000 in incremental revenue within six months, including a co-branded logo, ensuite packages, excursion brochures, special food menus, flyers, and print ads and digital banners.
- Managed marketing initiatives for a coral restoration effort (supercoral.org) at Ocean Cay MSC Marine Reserve, including underwater filming for a campaign featured at the Super Bowl activation center and a four-part National Geographic 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 print and digital marketing assets for annual trade events (e.g., New York Times and Travel & Adventure Travel Shows) including designing award-winning booths, digital backgrounds, ads, escalator/column wraps, digital banner ads, and wall scapes.
- Streamlined processes to improve worktime turnarounds.

President / Owner

September 2013—June 2014

DBJules.com, Lighthouse Point, FL

- Collaborated with the principal owner of a Series B funded health and well-being startup to develop a large-scale website, including design, logo creation, establishing brand guidelines, and designing the site's UX/UI from concept to final mockups.

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, Premier Rush

Marketo, Mailchimp, Contactlab, HTML, Basic CCS, Basecamp, Wrike, Litmus, Wordpress

MS Excel, Powerpoint and Word

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.

Art Director

August 2005—August 2013

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

- Redesigned 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.
- Spearheaded and conceptualized the UI/UX, designed a logo, and built the front-end code for www.pethealth101.com, a health-related website specializing in pet education that rapidly grew to 100,000 monthly visitors.
- Designed and coded monthly email campaigns to include personalization of consumer names, pet names, photos, and breeds, resulting in a 300% increase in per-campaign revenue (from \$250 thousand to \$1 million).
- Developed code-based personalized direct-mail catalogs and postcards that delivered a 16% response rate versus the industry average of 2%.
- Led the naming and design of 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 hiring videographers and talent, and placed videos on the corporate website, a critical factor in driving a 150% annual increase in online sales, which included working with Betty White, who was our spokesperson at the time.
- Served 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 front-end coders to design and maintain CBSSportsLine.com and strategic partner websites, including PGATour.com, NFL.com, NCAA Sports.com, 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.
- Created and maintained a resource library to house UI designs/advertising specs for easy reference and accessibility.