

JENN ARAUJO

718.755.7025

JSARAUJO26@GMAIL.COM

[PORTFOLIO LINK](#)

I'm an experienced Creative Director who specializes in directing creative work that uses powerful visuals and compelling text to bring strategic ideas to life that connect your brand to your target audience.

With over a 15+ year career, I've gained extensive experience working with prestigious media companies that have focused on a range of industries such as health, travel, finance, TV and lifestyle. I'm a creative story teller with an outstanding ability to manage multiple priorities, mentor a growing team all while delivering high-level results.

AREAS OF EXPERTISE

- Rebranding and Brand Development
- Team building and mentoring
- Integrated Marketing and Creative Strategies

SKILLS

Adobe Suite, Keynote, Ceros, Asana, Figma

EDUCATION

BA Graphic Design;
Hussian School of Art,
Philadelphia, PA

PROFESSIONAL EXPERIENCE

ROKU

New York, NY

Design Director—Advertising, 2020—Present

Built, lead and mentor a team of designers for a new department that was created to up-level the on-device creative assets for advertising, which generated anywhere between \$4MM—\$11MM in revenue per month in 2021

Responsible for managing team headcount, budget, and recruitment as well as presenting data-informed design strategy to VP-level

Develop guidelines and create process for all new on-device ad products such as animated ads that we developed to increase positive user sentiment and viewer delight

Work directly with the UX design team on refreshing existing ad products such as a high-impact home screen ad unit that we learned through A/B tests increased CTR by ~12%

Work daily with Sr. Program Manager to prioritize the workload and develop a more efficient process for the advertising design team to work across multi-functional areas of Roku such as, Sponsorships, Account Growth Marketing, Roku User Merchandising and The Roku Channel

EUROMONEY INSTITUTIONAL INVESTOR*

New York, NY

Head of Creative, 2016—2020

I led the design department for Euromoney, ensuring that communication and brand standards are met while marketing objectives are translated into clear creative strategies for all brands

Guided my team in the execution of developing unique brand standards for all large-scale conference and event collateral including websites, staging, signage, sales + marketing materials, email and social media campaigns for all brands

*Formerly TheStreet Inc. which a portion was sold to Euromoney in 2019.

WOMEN'S HEALTH MAGAZINE, RODALE PUBLICATIONS

New York, NY

Creative Director, 2015— 2016

Led creative direction for branding and sales materials across print, video, digital and social media for large-scale events such as the Run 10 Feed 10 race, WH Next Fitness Star and WH Wellness Weekend and FEED Foundation Auction in the Hamptons

Worked directly with video production, wardrobe stylists and photographers to bring print and video concepts to life through styling, story boarding, editing and graphics for the Next Fitness Star DVD

Manage and build a creative team while cultivating an environment of mentoring and support for all designers, supporting skill development as well as marketing and design techniques

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HEALTH MAGAZINE & HEALTH.COM, TIME INC. PUBLICATIONS
New York, NY
Creative Director, 2006— 2015

Rebranded a 16+ year trusted source for women's health and wellness through the production, ideation and design of style guides, custom newsletters, integrated campaigns, category place mats

Established unique branding for consumer events that included a night of beauty with Bobbie Brown, Wanderlust Yoga retreats and co-branded events with Cooking Light, Travel + Leisure and Money magazines

CONDÉ NAST BRIDAL GROUP, CONDÉ NAST PUBLICATIONS
New York, NY
Art Director, 2003— 2005

Established and oversaw promotional design and sales materials for Modern Bride, Elegant Bride and Brides magazines

Art directed and managed workload for the creative department, as well as freelancers and interns, to support timely completion of deliverables

Collaborated with creative director to reposition a 77-year old iconic brand, improving brand engagement

SHAPE MAGAZINE, WEIDER PUBLICATIONS
New York, NY
Art Director, 1999 - 2003

Began as the senior designer for Shape magazine and rapidly became the Group Art Director, mentoring and managing a team responsible for all promotional materials for the entire group including Fit Pregnancy, Natural Health, Shape en Español, and Women's Fitness and Men's Fitness