

SUSAN KIRSHENBAUM

Creative Director / Marketing & Branding

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PROFILE

A results-oriented strategic creative leader, with proven people and organizational skills. Notable achievements in the areas of sourcing and managing effective team members and talent; developing and directing cutting-edge marketing campaigns; and building collaboration and consensus through well-honed presentation and negotiation skills. Most recently, the job at the JCCSF included the following roles:

- Creative Director: Strategize, conceptualize, and collaborate to produce on-target marketing plans and creative briefs as the platforms for campaigns.
- Marketing Manager: Evaluate project and program needs to build and lead teams to develop, manage and measure effective marketing campaigns.
- Brander: Create compelling branding programs and refresh existing brands and sub-brands through effective research, evaluation and storytelling while working directly with C-level leadership.
- Presenter: Convincingly pitch and present clear ideas to clients, co-workers and management, building consensus across all constituents.
- Team Leader: Hire, manage and mentor in-house creative teams and outsourced resources.
- Art Director/Design Director: Build, develop and direct talent pools including digital and graphic designers, illustrators, photographers, videographers, animators, sound/voiceover techs/talent, production, and online developers.
- Editorial Director: Source and direct all types of writing to appropriately reflect brand personality and tell compelling stories across all media including naming and slogan/tagline development.
- Vendor Management: Work with production, project, and account managers to create specifications and RFQs to select and oversee vendors and other special project resources.

RECENT CAREER HISTORY

Cherrytree Creative (as of July 1, 2014, cherrytreecreative.net), July 2014 – Present

Creative Director, Marketing Consultant, Product Developer

I am currently pursuing new product development, sales and marketing of consumer goods in the lifestyle space and consulting for companies as an independent marketing creative director.

Jewish Community Center of San Francisco (jccsf.org), August 2007 – Present (6 years and 10 months)

Creative Director and Marketing Manager

The JCCSF is one of the Bay Area's most significant arts and cultural institutions, featuring a first-rate fitness center, pre-schools, summer camp, and innumerable programs for consumers of all ages and backgrounds. In this fast-paced, high-volume marketing department, I directed the creative for all of our promotional campaigns, while managing and mentoring our in-house creative team of five union employees (three graphic/digital designers, one staff writer and one studio/production manager). This included regularly interfacing with cross-departmental resources (video, web, online) to ensure best practices, great user experiences, and responsive web design. I sourced a steady stream of outside talent too – specialized writers, designers, photographers, videographers, and illustrators. I oversaw all of the JCCSF's branding and marketing and messaging, from the smallest internal communication to the most extensive, highest profile campaign. Working collaboratively we developed concepts, copy and design for hundreds of types of communications across all media. I built an extensive image archive, hiring and art directing photographers and establishing internal photo resources and processes. We produced all print and online communications for the primary website (www.jccsf.org), which we revamped several times, plus amendments to the secondary website/online publication (3200stories.org), as well as the JCCSF's microsites (<http://annualreport.jccsf.org>, <http://fitnessnavigator.jccsf.org>), across all social media outlets, advertising in print and outdoor and environmental graphics and signage (Muni, Bart, bus shelters, banners), online and digital advertising including interior building monitors, print and online collateral, environmental graphics, trade show materials and promotional items, direct mail, print and online publications and catalogs, institutional/marketing videos, new program branding and identity, and so much more.

Gotomedia (gotomedia.com), San Francisco, CA, August 2006 – December 2006

Creative Director and Senior Account Executive

This was a contract position with Gotomedia, a top-notch web and application design agency. During my first three months I was responsible for the CNET account, from branding, identity and design for their two new blogsites, Crave (cnet.com/crave) and Webware, I provided all account management, creative direction, and brand strategy. While at Gotomedia I handled business development, review and refinement of internal processes, marketing collateral, and a self-promotion.

Kirshenbaum Creative, San Francisco, CA & Barcelona, Spain, April 2004 – July 2006

Branding and Design Consultant

I maintained a consulting practice while living abroad. My time in Spain was an invaluable life experience – one of total cultural immersion as well as extensive travel throughout Europe. This time away was an opportunity to focus on writing, photography and producing my own creative projects where I able to enrich my international network of talented associates. Clients included: Mattel, Fireman's Fund, Body Coffee, and more.

Kirshenbaum Communications, San Francisco, CA, 1992 – 2004

Founder and President

For a dozen years I led a full-service strategic creative agency with a nine-person staff. We became known as an award-winning boutique creative agency, providing businesses with branding, identity, annual reports, and integrated marketing communications programs. *Creative Clarity*, our slogan, emerged from a client survey – our programs were described as intelligent, appropriate and creative. I developed KC's vision and mission, and supervised all of our sales and marketing activities. As team leader, creative director and chief strategist for each client program, I drove concepts through the entire development process. Through our innovative campaigns, our loyal clients met their marketing goals and strengthened their brand recognition. Clients included: PG&E, Schwab, CHELA, APL, Triton, TriNet, August Capital, Certain Software, Prophet, Western Payments Alliance, The Walnut Board, C&H Sugar, and many more.

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PROFESSIONAL ACTIVITIES

Design Industry Event Participation: Aspen Design Conferences, Industry Standard Brand Conference, HOW Magazine Conference, AIGA Conference, Cooper Hewitt Triennial, and Mac World. WIB Marketing Conference (speaker/presenter), WesPay Symposiums, Judge for Meade Paper Design Awards, NAWBO (workshop leader), Judge for Dalton Pen Awards, and panelist for PINC. Also have attended The Fancy Food Show, The Gift Show, and numerous other design and art shows throughout the US and abroad.

Memberships and Affiliations (current and past): Women in Consulting (WIC) and Board Member, National Association of Women Business Owners (NAWBO), NAWBO rep to Small Business Network (SBN), Western Payments Alliance and WesPay Marketing Committee. AIGA, AMA, PINC, SF Chamber of Commerce (and guest lecturer). Graduate of SF Renaissance Entrepreneurship Center (member of Graduate Advisory Board), Toastmasters. Member of numerous Linked In Business Groups.

Recognition and Publications: Featured in *Girls Guide to Starting a Business*, *SF Business Times*, *Independent Banker*, *SCORE*, and *Color Graphics*. Produced award-winning materials and programs recognized by the JCCA. Received dozens of creative excellence awards including CA, PRINT, the ADDYs, The SF Show and Mobius. Held Board of Directors positions and served on marketing committees for two non-profits: Pacific Chamber Symphony and River of Words (a conservation organization that works through schools to motivate and educate children to express themselves about watersheds through poetry and art, now folded into St. Mary's College).

EDUCATION AND TRAINING

Associates Degree from Ivy School of Professional Art, Pittsburgh, PA (Concentration in Art Direction and photography, Dean's List Student) • Liberal Arts at the University of Wisconsin, Madison, WI • Diploma from SF Renaissance Entrepreneurship Center, SF, CA (business plan development)

Professional development courses and workshops and training through business organizations and associations including AMA, AIGA, IABC, Editcetera, and Stanford University. Workshops and classes include: social media, copy editing, web development, direct marketing, client services, sales (No More Cold Calling), time management (Franklin Covey), business and speech coaching, improv acting, and more.

Additional coursework includes: art, photography and video classes at UC Extension, SF Art Institute, CCA, SF State, City College, Calumet (video and photo) • Painting at La Merce Collegio d'Art in Girona, Spain • Spanish Language (Barcelona) • Software (Mac user).

INTERESTS

An exhibiting fine artist and on-going student of photography, drawing, painting, and printmaking, I also participate in various crafts and DIY projects including consumer product development. I'm also an active member of MOMA and the SF Fine Arts Museums and a leader/participant in art groups and book groups.