

SAMANTHA PALAZZO

PROFESSIONAL SUMMARY

Senior brand, creative and marketing leader with 13+ years of experience shaping brands, stories, and experiences across complex organizations. I believe the best communications don't just inform; they build community, create belonging, and make people feel something. I turn strategy into clear, actionable storytelling that connects people, teams, and ideas. Known for thoughtful leadership, strong creative judgment, and an editorial eye shaped by years of design, art direction, and photography-led storytelling. Always leading with curiosity and intention.

EXPERIENCE

Senior Creative & Marketing Manager, LabCentral, Cambridge, MA

October 2023 - Present

- Lead brand strategy and creative direction across digital, experiential, and executive communications
- Led design and development of three [Annual Impact Reports](#), translating complex data and founder stories into multi-platform narratives spanning print, digital, and event experiences; integrated AI tools to optimize project management workflows
- Built creative, messaging, and storytelling frameworks spanning brand, campaigns, and events; adopted across teams to improve clarity, consistency, and strategic alignment
- Led redesign of high-priority website pages, strengthening UX, brand cohesion, and SEO performance
- Designed and implemented brand systems, templates, and creative resources that empowered internal teams to produce on-brand communications independently
- Manage two direct reports across brand, content, data management and creative execution

Creative Services Manager, Duck Creek Technologies, Remote

January 2023 - September 2023

- Led a cross-functional brand refresh including updated visual guidelines, messaging architecture, and creative standards
- Mentored an in-house videographer and directed external partners, shaping creative output to meet brand standards across video, design, and campaign work
- Supported multi-channel campaigns that increased qualified leads by 11%
- Developed scalable presentation and sales enablement systems that improved consistency and reduced ad hoc design requests

Creative Product Marketing Manager, CybelAngel, Remote

April 2022 - December 2022

- Created executive-facing visual and narrative systems for cybersecurity product launches
- Standardized presentation and sales materials to improve efficiency and brand consistency
- Helped establish an Executive Customer Advisory Board to support strategic customer engagement
- Produced quarterly product communications that exceeded year-over-year engagement benchmarks

Creative Lead, LogicManager, Boston, MA

Feb. 2020 – April 2022

- Owned the evolution of the brand design system across marketing, sales, and product touchpoints
- Led a CMS redesign from audit through launch, improving usability and internal publishing workflows
- Managed a web developer, setting clear standards and ensuring brand and execution quality
- Created 50+ brand templates enabling sales teams to self-serve without compromising brand integrity

Freelance Brand Design Manager, Sum Studios, Malden, MA

May 2017 – Present

- Advise early-stage and growth-stage teams on brand identity, messaging, and implementation strategy
- Translate business goals and user insights into clear, flexible visual systems and digital experiences

Art Director & Designer, Bluestem Brands, Middleton, MA

Sept. 2016 – Feb. 2020

- Set creative direction for retail apparel brands across seasonal campaigns, catalogs, and digital channels
- Led photo shoots from concept through production—photographer selection, shot lists, styling, and on-set art direction
- Partnered with marketing, merchandising, and production to deliver cohesive, on-brand work at scale

Art Director & Designer, Distinctive Apparel Inc, Randolph, MA

Oct. 2012 – Sept. 2016

- Owned creative direction for the Metrostyle brand across print and digital touchpoints
- Directed photography, talent selection, and post-production to ensure consistent visual storytelling

EDUCATION

BS in Graphic Design | Champlain College | 2012 | 3.8 GPA

SKILLS

- **Creative Direction:** Visual storytelling, editorial art direction, design thinking, graphic design, motion graphics
- **Brand Strategy & Systems:** Identity development, messaging frameworks, brand guidelines, accessibility
- **Photography & Visual Production:** Photographer collaboration, shoot direction, post-production review
- **Digital & Design Tools:** Adobe Creative Suite, WordPress, UI/UX, Microsoft PowerPoint, Figma, Canva, AI workflow tools
- **Collaboration & Leadership:** Team management, cross-functional collaboration, agency partners, mentoring