

## SAMANTHA PALAZZO

### PROFESSIONAL SUMMARY

Senior brand and creative leader with 13+ years of experience shaping brand systems, narratives, and experiences across complex organizations. I turn strategy into clear, usable storytelling—building cohesion across teams, channels, and moments that matter. Known for steady leadership, strong creative judgment, and an editorial eye shaped by years of design, art direction, and photography-led storytelling.

### EXPERIENCE

#### Senior Creative & Marketing Strategy Manager, LabCentral, Cambridge, MA

October 2023 – Present

- Lead brand strategy and creative direction across digital, experiential, and executive communications
- Direct LabCentral's Annual Impact Report, including the [milestone 10-Year Impact Report](#), defining the narrative and visual system across digital platforms and physical installations
- Built messaging and storytelling frameworks adopted across teams to improve clarity, consistency, and strategic alignment
- Led redesign of high-priority website pages, strengthening UX, brand cohesion, and SEO performance
- Serve as an internal brand steward and creative partner through workshops, recorded tutorials, and reusable templates that enable consistent, accessible brand use

#### Creative Services Manager, Duck Creek Technologies, Remote

January 2023 – September 2023

- Led a cross-functional brand refresh, including updated visual guidelines and messaging architecture
- Partnered with marketing, product, and agency teams to ensure cohesive execution across campaigns and digital channels
- Managed an in-house videographer and external creative partners, overseeing creative intake, prioritization, and execution
- Supported multi-channel campaigns that increased qualified leads by 11%
- Built scalable sales enablement systems that improved adoption and reduced ad hoc design work

#### 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 the brand

**Freelance Brand Design Manager, Sum Studios, Malden, MA**

*May 2017 - Present*

- Advise early-stage and growth-stage teams on brand identity, messaging, and implementation strategies
- Translate business goals and user insights into clear, flexible visual systems and digital experiences
- Support social media and events through cohesive, on-brand design collateral

**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, including photographer selection, shot lists, styling direction, and on-set art direction
- Developed a strong editorial point of view, balancing brand, product, and storytelling across high-volume creative output
- Partnered with marketing, merchandising, and production teams 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
- Built and maintained a cohesive brand aesthetic across seasons and campaigns

## **EDUCATION**

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

## **SKILLS**

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