

SAMANTHA PALAZZO

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Creative Lead & Designer bringing empathy, curiosity & strategy to both B2B & B2C audiences.

EXPERIENCE

Creative Services Manager, Duck Creek Technologies, Remote January 2023 - Present

- Spearhead the development and execution of a brand refresh, aligning messaging and design across all channels.
- Provide creative direction to an external agency, internal designer and videographer that adheres to the brand vision.
- Produce the concepts, designs and layouts of both internal and external campaigns across multi-marketing channels.
- Drove creative for email marketing initiatives such as re-engagement campaigns, newsletters, and ABM cadences.

Freelance Brand Design Manager, Sum Studios, Malden, MA May 2017 - Present

- Translate the Business Director's vision into a cohesive brand identity and system of guidelines.
- Responsible for designing websites, social media campaigns, event signage, merchandise, brochures, and business cards.
- Design a user-interface mock-up for a developing mobile music app geared towards a local artist persona.
- Strategize a long-term digital marketing plan with a focus on community content creation for Instagram & Facebook.

Creative Product Marketing Manager, CybelAngel, Remote April 2022 - December 2022

- Designed thoughtfully crafted presentations and marketing collateral to support Sales Enablement efforts.
- Led product email communication efforts, including design, video animation, and copywriting for a quarterly newsletter.
- Launched the creation of an Executive Customer Advisory Board that supported cross-selling and networking.
- Created visuals for product launches and Sales Enablement for a Cybersecurity SaaS platform with a B2B audience.

Creative Lead, LogicManager, Boston, MA Feb. 2020 - April 2022

- Maintained and elevated a brand design system across all departments for a B2B risk management SaaS platform.
- Acted as a middle-manager to marketing team members, providing them feedback and guidance across initiatives.
- Designed MQL-generating collateral pieces such as newsletter advertising, LinkedIn advertising, Google image optimization, infographics, email campaigns, white papers, social media imagery, video animation, and eBooks.
- Led the creative revamp of the content management system including auditing of resources, development of SOW, mockups of a new UI, illustrations, and management of a freelance web developer.
- Supported sales and revenue enablement teams with over 50 prospect-geared brand templates in Google Slides.

Art Director & Designer, Bluestem Brands, Middleton, MA Sept. 2016 - Feb. 2020

- Developed the Appleseed's retail apparel brand through thoughtful art direction of campaigns & layout designs.
- Managed support services such as photographers, stylists, models, copywriters, and production staff.
- Directed both on-figure and product photography sets in studio environments as well as on location.
- Collaborated on cross-channel initiatives such as product presentations, interactive design, video production, and marketing/advertising concepts for print catalogs and online social media marketing.
- Maintained cross-functional relations with the merchandise client and senior creative teams.

Art Director & Designer, Distinctive Apparel Inc, Randolph, MA Oct. 2012 - Sept. 2016

- Responsible for leading all stages of creative on the Metrostyle brand from concept development through shipping to print. Including; designing, web concepts, talent/set selection, still and/or fashion photo shoots, and editing film.

EDUCATION

Bachelor of Science Degree in Graphic Design, Sept. 2008 - May 2012 | Champlain College, Burlington, VT, 3.8 GPA

SKILLS

Adobe Creative Suites, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe AfterEffects, Wordpress, Direction of Photography, Email Marketing, Digital Marketing, Typography, Hubspot, Social Media Marketing, Brand Style Guide, Storytelling, Animation, Print Production, Video Storyboarding, Microsoft PowerPoint, Microsoft Office