# jamie mcgovern

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Brand and creative leader with 20+ years of in-house and agency experience across web, social, paid media, campaigns, and print for clients ranging from healthcare and finance to motor oil. I lead concept development and design execution, build the guides that let teams produce consistent work at scale, and direct internal designers and external agency partners.

**SKILLS:**

Creative Direction
Concept Development
Brand Identity
InDesign
Photoshop
Illustrator
Copy Writing

## SHELL (Houston, TX—remote from Moseley, VA since 2019)

### CREATIVE TEAM LEAD (September 2018-September 2026)

- Oversee the creative asset development within the Creative Services team for North America Lubricants brands (Shell, Pennzoil®, Quaker State®, and Shell Rotella®), keeping each brand distinctive and consistent across print, digital, and every channel
- Direct a team of designers and agency partners: review briefs, assign work, and give creative direction and feedback that raises the quality bar
- Lead concepts from brief through final design for campaigns and marketing across the consumer journey
- Partner with Brand Managers to translate brand strategy and messaging into creative
- Assist in the hiring of new designers, train and onboard them to our team, process, and brands
- Create and maintain brand playbooks and toolkits so teams and agencies can work independently

## SOLUTION ADVISORS (Richmond, VA—remote in Houston, TX)

### FREELANCE SENIOR ART DIRECTOR (August 2017-September 2018)

- Developed concepts and designed for a range of retirement community marketing from digital and print ads, direct mail, and collateral to front end web

## CAPITAL ONE (Richmond, VA)

### SENIOR ART DIRECTOR (March 2013-August 2017)

- Led concept development and art direction of direct mail, web marketing, social marketing, event marketing and collateral
- Partnered with Copy Writer, the Creative Director, Brand Strategy, and the business in an Agile, Design Thinking environment to take work from concept to launch

## NEATHAWK DUBUQUE & PACKETT (Richmond, VA)

### ART DIRECTOR (October 2005-March 2013)

- Concepted, art directed, and designed integrated campaigns across print, outdoor, direct mail, TV, and web for healthcare, hospitality, and public-sector clients
- Collaborated with a Copy Writer from initial concept through completion— working with Account Executives, Traffic Manager and Production Coordinator to meet deadlines and budget requirements
- Directed photo and commercial shoots

Client list includes: Spirited Art, Shore Health System, Minds Wind Open, VCU Health System, Montgomery General Hospital, The Jefferson Hotel, Virginia State Police Insurance Fraud Program, Excela, Franciscan St. Francis Hospital, Loma Linda University Medical Center and Rex Healthcare

## AMERICAN LAWYER MEDIA (New York, NY)

### DIRECTOR OF EDITORIAL PRODUCTION (October 2004-September 2005)
### EDITORIAL PRODUCTION MANAGER (July 2002-October 2004)
### ART/PRODUCTION ASSISTANT (October 2000-July 2002)

- Progressed from production assistant to director, overseeing the editorial production for *Corporate Counsel* and *The American Lawyer*

## THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, SCHOOL OF JOURNALISM AND MASS COMMUNICATION

BA, Graphic Design, 2000