

# Sabine Main

Art Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/sabineh>

## Professional Experience and Curriculum Vitae

Bilingual art director with 15+ years of experience and expertise in corporate branding, creative strategy, on-set art direction and page layout.

Experienced in both agency and client-side roles, with the ability to balance quality design with retail business and marketing knowledge.

Managed seasonal creative packages, from conception to layout, assignment and pre-press and spearheaded quality improvement of creative work.

Team-focused leader with the ability to hire and work with partner agency, staff, freelance designers, photographers, stylists, hair and makeup artists

## Previous Clientele

Rexall Pharmasave  
Guardian/IDA - McKesson  
Sobey's  
Red Apple  
Home Hardware  
Sears Canada  
Hudson's Bay  
Kooltel Telecom  
Watermaid Pools  
Karin Vonderau Real Estate  
Atticus Interim Management  
Pico Design  
Phase Two Marketing

## Awards and Accolades

### PROFESSIONAL PROFILE

Bilingual art director with 15+ years of experience with on-set art direction, corporate branding, creative strategy and graphic design.

Experienced in both agency and client-side roles, with the ability to balance quality design with retail business and marketing needs.

Successfully directed and managed creative teams to encourage high-quality, authentic, story-driven content to get the most out of great storytelling.

## EXPERIENCE

Transcontinental Media 2014 – present

Canada's leading provider of media and marketing activation solutions

## ART DIRECTOR /// DESIGN DEPT.

- In charge of the creation and implementation of concept design and execution to align with marketing strategies.
- Maintain brand's visual identity and standards.
- Art direct photography and layouts.
- Develop creative presentations for prospective and existing clients.

## Key Achievements

- Creative concept development and design for all business channels, in print and on-line, including digest catalogs and special projects

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