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 or existing clients.
Key Achievements
• Creative concept development and design for all business channels, in print and on-line, including digest catalogs and special projects

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
tel. 656.227.1902 fax 656.227.0213

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