

AMANDASCHOENEMANN

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Creative Director

SUMMARY

Highly collaborative and strategic Creative Director with 20+ years leading and inspiring creative and marketing professionals. Domestic and international brand experience. A hands-on design professional who is positive, insightful, driven, and excels at translating strategic goals into engaging creative that is both relevant and executable.

SKILLS & EXPERTISE

Creative Direction • Branding & Identity • Strategy • Advertising • Digital • Omni-Channel Marketing • Production Management
Illustration • Experiential • Social • Adobe Creative Suite • Figma • Sketch • Workfront • InVision

EXPERIENCE

BANK OF THE WEST | San Francisco, CA

Vice President, Creative Director, Brand & Advertising

2006 – 2020

- Managed diverse team of 6-12, Collaborating cross-functionally with internal teams, external agencies and vendors delivering domestic and global experiences in digital, brand, social, mobile, advertising, experiential, and corporate real estate
- Recruited staff and built internal creative agency, saving organization 65% YOY over agency only model
- Led team in concept, creation and final production of over 1600 unique jobs for Bank of the West and BNP Paribas
- Partnered with Digital and Social teams on “*Capture the Change*” campaign leading to 260% increase in digital engagement
- Produced new creative with Mortgage Marketing managers that increased new movers response rates by 30%
- Cultivated vital vendor relationships ensuring seamless campaign/collateral rollouts to over 600 branch locations nationwide
- Directed key rebranding initiatives aligning with parent company BNP Paribas, including design and rollout of logos, advertising templates, branch interiors and signage, website redesign, and sales pitch templates
- Created/launched official brand guidelines to help socialize enterprise rebrand to vendor partners and over 12K employees
- Diplomatic liaison between creative team and developers, executive management, product, communication and marketing
- Championed project management software *Workfront* to help partners initiate projects and enhance lifecycle transparency
- Initiated creation of internal DAM for over 3000+ owned creative, logos, stock photos, illustrations and guidelines
- Mentored talent resulting in enhanced skills, promotions of direct reports, and 70% less attrition than company average

Assistant Vice President, Art Director, Brand & Advertising

2005 – 2006

- Recruited from Digital team to help manage 4 in-house print designers and collaborate with advertising agencies
- Facilitated and executed rebranding and messaging for Commercial Federal Bank 2005 acquisition which included over 200+ new locations adding 7 new states to the Bank of the West footprint
- Initiated design, development, and production of onboarding messaging, Direct Mail, signage, collateral, ATM screens, advertising, digital assets, logos OOH, Trade show assets

Senior Digital Design Lead

2004 – 2005

- Expedited launch of first corporate website redesign together with Marketing, Engineering, and digital agency
- Authored banks first online style guide with downloadable branding assets, templates, editorial and creative guidelines
- Designed collateral, advertising, digital assets, logos, Animated ATM screens, OOH, Trade-show and event creative

WIEHL DESIGN STUDIO | San Francisco, CA

Creative Director

2000 – Present

- Creative strategy, concept, visual design, brand development, UI/UX and illustration for digital, print, experiential needs
- **Select clients include:** Adshoppner.com, AOL, Bank of the West, BlueCorner LLC, BNP Paribas, Cisco, Consumer Consulting LLC, DNA New Media Group, Integrated Insurance technologies, In the Company of Dogs, Leapfrog, MyHomeKey.com, PacificBio Labs, Petco.com, PrizeCentral.com, SelectQuote.com, Women.com Networks, Wells Fargo, Zafin

MYHOMEKEY.COM | San Francisco, CA

Creative Director

2002 – 2003

- Managed in-house team of 4 collaborating with free-lancers and design agencies
- Directed and developed creative and branding for the first B-to-C total Home Services Web portal
- Co-branded content with strategic partners of Fortune 500 companies, including Sears, GE, HomeDepot and Roto-rooter
- Produced design and content for syndicated "Service Provider Portals" including MSN.com and ourHouse.com
- Codified identity guidelines for both website and off-line marketing together with Director of Branding and VP of Site

PETOPIA.COM (PETCO) | San Francisco, CA

Senior Web Designer

2000 – 2002

- Produced creative, branding and illustration for large-scale e-commerce website in fast growing vertical
- Designed specialty stores, editorial content, co-branded areas, logo's, kiosks, event signage, and print promotional marketing
- Addressed UI/UX issues with cross-functional team of creatives, editors, producers and engineers
- Counseled junior design staff providing software instruction, design best practices and art direction

WOMEN.COM | San Francisco, CA

Senior Web Designer

1998 – 2000

- Created content and interactive features for Women.com and affiliate online magazines. (Partnership with Hearst publishing)
- Established features and content for largest internet destination for women with over 6 million unique visitors per month
- Developed creative for 60+ ecommerce partners, helping merchandise products on Women.com
- Mentored 5 Designers, Jr. Designers and Production artists which included educating team on software efficiencies
- Coordinated with Executive Management providing creative and decks for IPO

AOL.COM (America Online) | San Francisco, CA

Designer & Producer

1997 – 1998

- Concepted promotional and experiential campaigns throughout the San Francisco Bay area working directly with Corporate
- Generated editorial pages and promotional content for AOL's Digital City and advertisers

E D U C A T I O N & T R A I N I N G

CALIFORNIA STATE UNIVERSITY HAYWARD | Hayward, CA

1997

Bachelor of Arts, Multimedia & Design

Honors & Activities: Dean's List / Best in Show gallery award / Photography minor

UNIVERSITY OF SOUTHERN CALIFORNIA | Los Angeles, CA

1995-1997

Music Performance Full Merit Scholarship Recipient

Honors & Activities: Dean list

ADDITIONAL TRAINING & AFFILIATIONS

AIGASF, Graphic Arts Guild, Type Directors Club, Figma, Sketch, Illustration for consumer markets