

Amina Chen

amina.chen@example.com • (555) 123-4567 • Los Angeles, CA • linkedin.com/in/aminachen

SUMMARY

Creative Director with over 6 years of experience in developing innovative marketing strategies and visual content. Proven ability to lead cross-functional teams and deliver compelling campaigns that increase brand engagement by up to 30%.

EXPERIENCE

Creative Director

Jan 2022 - Present

Innovate Media Group, Los Angeles, CA

- Led a team of 10 creatives to develop a multi-channel marketing campaign that increased client revenue by 25% within the first quarter.
- Implemented a new digital asset management system that reduced project turnaround time by 40%.
- Pioneered a brand refresh project that enhanced brand visibility and recognition, resulting in a 30% increase in social media engagement.

Senior Art Director

May 2019 - Dec 2021

Creative Solutions Agency, San Francisco, CA

- Managed the creative direction for a major product launch, contributing to a 50% increase in initial sales compared to forecasts.
- Collaborated with UX designers and developers to enhance user experience, leading to a 15% drop in bounce rates on key client websites.
- Directed the production of over 50 multimedia projects, ensuring alignment with client goals and brand identity.

Graphic Designer

Jun 2016 - Apr 2019

Visionary Design Studio, New York, NY

- Designed marketing collateral that contributed to a 20% increase in client lead generation.
- Streamlined design processes which improved efficiency by 30% and reduced costs by \$10,000 annually.
- Developed branding strategies for startups, helping to launch seven successful brands in competitive markets.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

University of California, Los Angeles, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: Adobe Creative Suite, Sketch, Figma, HTML/CSS

Tools & Frameworks: Asana, Trello, Slack, Google Analytics