# petra dunlap

## CREATIVE DIRECTOR

Cleveland, OH

petra_dunlap@yahoo.com
office

creative direction

graphic design

multi-dimensional
paper sculpture art

photography

## Summary

An award winning, senior-level Director and Designer with a strong background in shopper marketing, customized retail planning, brand building, and sales optimization. I utilize high-level creative and critical thinking to concept, develop, and execute successful, innovative marketing strategies and campaigns for both trade and consumer accounts within corporate, retail, and shopper worlds. I am seeking a mid- to high-level designer position at an agency, school, or business poised for growth.

## experience

Creative Director/Designer/Artist/Photographer

## pdesigns LLC art • design • photography

Sheffield Village, OH
Dec 1995 - Present

Design firm with talents in conceptual, technical and content development of advertising and ad campaigns with customized messaging that successfully fulfills client needs and delivers inspiring solutions for shoppers.

• Provide conceptual, technical, and content development for advertising campaigns
• Deliver customized messaging and inspiring solutions for various clients
• Major brand work includes: Skyfall Vineyards, Cleveland Whiskey, Edward Jones, Glidden/AkzoNobel, Boise, Peerless, True Digital Communications, The Creative Group, WorkPlace Media, Pets for the Elderly Foundation.

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Contract Sr. Designer, Creative Lead - Away From Home Food Service

## The J.M. Smucker Co - Seed Creative

Orrville, Ohio
May 2020 - Sep 2024

An American manufacturer offering a diverse family of branded, quality food and beverage products and creative business solutions that meets the needs of consumers and food service professionals.

• Develop engaging and innovative creative solutions for digital content, ecomm, print, and sales materials
• Direct and supervise photography and product renderings
• Create and publish dynamic video content on a variety of platforms
• Design informative, easy-to-navigate product catalogs and attention-getting trade show collateral
• Execute comprehensive CPG and B2B work across a variety of channels including (but not limited to): K-12, convenient stores, healthcare (acute & non-acute) colleges & universities, military, hospitality, and travel
• Major brand work includes: Folgers, Folgers 1850, Café Bustelo, Dunkin', Jif, Smucker's, Uncrustables, and Hostess

Sr. Art Director & Creative Lead

## hmt & associates

Cleveland, Ohio
Dec 2015 - May 2020

A shopper marketing, brand activation, and event hospitality agency skilled in the development of smart solutions that achieve success for brands at retail, experiential, and beyond.

• Led development of digital and traditional marketing campaigns for Fortune 500 companies
• Efficiently and effectively managed multiple projects and assignments with tight timelines
• Clearly communicated design rationale and reasoning to add clarity to design intention
• Guided teams in conceptual design, Photoshop design and retouching, typography, and logo/thematic theory
• Major brand work included: Kraft, Mondelēz International, Nabisco, Heinz, Back to Nature, SnackWell's

Creative Director

## Geometry Global

Akron, Ohio
Feb 2011 - Dec 2015

The world's largest and most international brand activation agency that drives conversion, action and purchase through award-winning programs in shopper, digital, experiential, relationship, promotional and trade marketing.

• Drove customized, creative visions for shopper marketing strategies within retail environments
• Guided, directed, managed, and motivated talent within the creative department
• Led brainstorming sessions for retail planning, category aisle re-designs, and new product launches for both local and national markets
• Held a leadership role in creative direction and management of Sherwin-Williams, Nestlé, and E&J Gallo
• Major brand work included: Nestlé USA, Skinny Cow, DiGiorno Pizza, California Pizza Kitchen, Jack's Pizza, Lean Cuisine, Stouffer's, Hot Pockets, Buitoni, and Kimberly-Clark

awards and recognition

June 2024 – Mark Smucker awarded the Smucker Away From Home Food Service team with the highly coveted Founders Award. This was based on how we managed to keep the business steady throughout the pandemic and how our financial results have increased between 2020 and FY24. Our B2B numbers were "off the charts" compared to other areas of our Smucker B2C business.

## education

### Ohio State University

Studies in Graphic Communications and Package Design

## contact

petra_dunlap@yahoo.com

## Skills

Team leadership and motivation • Written and verbal communication • Work organization and prioritization • Complex problem-solving • Adobe Creative Cloud (InDesign, Photoshop, Illustrator) • Expert photo retouching • Microsoft Office (Word, PowerPoint, Excel) • Shopper marketing • Brand development • Retail planning • Logo design • Direct mail • Trade show displays • POP and POS • Retail package design • Photo art direction • Web design • Large format graphics