

NICOLE SCHEMBECK

CREATIVE DIRECTOR

NEW HYDE PARK, NY | 917.680.6203 | NICOLESCHEMBECK@GMAIL.COM | SCHEMBECKCREATIVE.COM | LINKEDIN

VISIONARY CREATIVE LEADER with over 20 years of experience in directing and shaping brand identities, marketing campaigns, and design strategies for Fortune 500 Companies. Recognized for setting and maintaining high creative standards in alignment with brand objectives across all channels. Skilled in managing and prioritizing multiple projects, overseeing schedules, and optimizing workflow efficiencies. Known for driving cohesive brand experiences and marketing initiatives through effective collaboration with internal stakeholders and external partners. Proven leadership qualities, motivating teams to excel in delivering groundbreaking re-imagined marketing materials and successful campaigns that contribute to increased engagement and business growth.

AREAS OF EXPERTISE

- Art Direction
- Brand Guideline Development
- Design - Digital, Print, Editorial
- Typography & Color Theory
- Marketing & Advertising
- Creative Strategy
- Team Leadership
- Client Relationship Management
- Vendor Management
- Print Production
- Training & Development
- Performance Evaluation

CAREER HIGHLIGHTS

- **Creative Leadership:** Drove business growth through innovative sales strategies, reimagining marketing materials and executing a successful sales enablement email campaign.
- **Team & Project Management:** Led a team of designers and freelancers, overseeing 600+ projects annually, including high-profile campaigns for Nike, Adidas, and Reebok.
- **Client Partnerships:** Delivered creative solutions that strengthened key client relationships, producing impactful banner ads and advertorials for GEICO, Sports Illustrated, and Procter & Gamble.
- **Retail & Visual Merchandising:** Directed visual strategy for 700+ Foot Locker locations, managing seasonal displays and product launches.
- **Digital Design:** Led interactive design projects for Men's Journal, Bob Dylan's Heaven's Door Whiskey, and SI Golf, driving engagement through compelling digital experiences.
- **Brand Consistency:** Ensured cohesive brand messaging and visual storytelling across all internal and external communications.

PROFESSIONAL EXPERIENCE

THE ARENA GROUP – New York, NY
SR. CREATIVE DIRECTOR

2022 – 2024

Drive excellence in design quality, pushing creative concepts and inspiration to express the Arena Group brands such as Sports Illustrated, Parade, Men's Journal, TheStreet, Powder and SURFER across marketing channels. Collaborate with copy counterparts to craft compelling brand strategies by surging client satisfaction and fostering collaboration within the team. Streamline resource allocation for assigned accounts for top-quality output from creative personnel.

- Coached and invested in highly motivated creative teams to excel in advertising initiatives, leveraging extensive industry knowledge and technological insights, leading to the promotion of team members to senior roles.
- Achieved enriched departmental understanding and implementation of the company's creative strategy through dynamic cross-functional training sessions.
- Developed creative marketing solutions while managing multiple projects simultaneously and consistently meeting deadlines.
- Drove sales and brand visibility by creating impactful corporate marketing and sales materials, including media kits, sell sheets, infographics, email campaigns and presentations.
- Crafted compelling social media graphics for renowned brands like Men's Journal, Surfer, Powder, and Parade by amplifying brand presence and engagement across social media platforms, including YouTube, TikTok, Meta, and Snapchat.
- Elevated brand storytelling and audience engagement by collaborating with the video production team to produce captivating sizzle reels and dynamic video graphics.
- Led sales support and digital/print advertising operations for diverse clientele, including Land Rover and Captain Morgan while innovating multimedia strategies and crafting video graphics and branded content for leading publications.
- Orchestrated sponsored digital publications in collaboration with the Cleveland Clinic, establishing thought leadership and expanding brand reach within the healthcare sector.
- Collaborated with account services to nurture client partnerships through effective communication and solution-driven approaches.

NICOLE SCHEMBECK

CREATIVE DIRECTOR

AMG/PARADE MEDIA GROUP – NEW YORK, NY
VP, CREATIVE DIRECTOR

2013 – 2022

Delivered visionary guidance for corporate collateral and promotional materials by shaping direct mail pieces, brochures, in-book ads, advertorial sections, and captivating promotional videos. Formulated the design narrative across presentations, invitations, web page skins, banners, and animated social media content by infusing each piece with flair to elevate brand visibility and audience engagement.

- Championed all facets of the creative journey, from strategic ideation to production, by overseeing AMG/Parade's flagship brands, including Parade, Relish, parade.com, and amgparade.com.
- Engineered and executed marketing campaigns for industry giants like CMT, ABC, Riders, Wrangler Jeans, Walgreen's, TNT, CMA Awards, Turner, WB/Lego, Vicks, GEICO, and Reynolds by amplifying brand resonance and market impact.
- Propelled successful launch in March 2019 by engaging intimately with Shark Tank's Lori Greiner to spearhead brand development and creative direction for the groundbreaking Living Inspired by Lori Greiner magazine.
- Directed and nurtured a team of 3 graphic designers and freelancers to attain set targets and develop a culture of creativity and excellence to deliver standout design solutions.

PARADE PUBLICATIONS – NEW YORK, NY
EXECUTIVE CREATIVE DIRECTOR

2000 – 2013

Senior Art Director (2007 – 2010) Art Director (2005 – 2007) Associate Art Director (2002 – 2005) Senior Designer (2000 – 2002)

Headed end-to-end creative process, from strategic planning to execution, for PARADE's brand platforms: PARADE, Dash, Parade.com, and Dashrecipes.com. Crafted and directed the creative narrative for corporate collateral and marketing materials, spanning direct mail pieces, brochures, in-book ads, and immersive advertorial sections. Led and mentored a dynamic team of graphic designers and freelancers while overseeing the production of over 900 print and digital design pieces annually.

- Steered the visual direction across diverse platforms, including presentations, invitations, interactive advertisements, web page skins, banners, toolbars, and dynamic widgets by optimizing digital content for tablet users.
- Collaborated with the marketing team to conceive and deploy cohesive multi-platform brand strategies for esteemed clients such as M&M's, Consumer Healthcare Products Association (CHPA), Bose, ABC, and Pepsi.
- Transitioned the company's digital platforms with innovative design elements to boost user experience and engagement.
- Designed multiple advertorials and special sections across various platforms by conceptualizing and delivering compelling pitches that clinched new business opportunities.
- Pioneered Parade's groundbreaking integrated marketing campaign by generating over a million dollars in new business revenue, featuring advertorial pages, digital campaigns, and a special oversized section for Pepsi.
- Supported industry leaders like Reynolds, Betty Crocker, Tyson, and ABC on design strategies for The Great American Bake Sale, spanning print, digital, and TV promotions

EARLIER PROFESSIONAL EXPERIENCE

- **SENIOR DESIGNER** - Foot Locker, New York, NY
- **FREELANCE GRAPHIC DESIGNER** - Koch International, Port Washington, NY
- **GRAPHIC DESIGNER** - CDI Group Inc., New York, NY

EDUCATION

- **PRATT INSTITUTE, BROOKLYN, NY**
BACHELOR OF FINE ARTS IN GRAPHIC DESIGN
- **FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, NY**
ASSOCIATE OF FINE ARTS IN ADVERTISING DESIGN

TECHNICAL SKILLS

- Adobe Creative Suite
 - InDesign
 - Photoshop
 - Illustrator
 - Acrobat
- Microsoft Office Suite
 - Word
 - Excel
 - PowerPoint
- Google Suite
- Keynote
- Sketch
- Ceros
- Instapage
- Squarespace