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portfolio | www.heatherasteriou.com

EDUCATION

2000-2004 **BFA GRAPHIC DESIGN | PHOTOGRAPHY | ILLUSTRATION**

The University of Michigan, Ann Arbor - School of Art & Design

2005-2006 **MASTERS STUDIES AND LICENSURE IN ART EDUCATION**

The University of Dayton, OH

PROGRAMS & EXPERIENCE

Illustrator	● ● ● ● ● ● ● ●	(8/10)
InDesign	● ● ● ● ● ● ● ●	(8/10)
Photoshop	● ● ● ● ● ● ● ●	(9/10)
Lightroom	● ● ● ● ● ●	(6/10)
Powerpoint	● ● ● ● ● ● ●	(7/10)
Excel	● ● ● ● ●	(5/10)
Dreamweaver	● ● ●	(3/10)
HTML	● ● ●	(3/10)

WORK EXPERIENCE

SEARS HOLDINGS CORPORATION - KMART | APRIL 2014-PRESENT

MANAGER OF DIGITAL AND SOCIAL MEDIA MARKETING - KMART FASHION | HOFFMAN ESTATES, IL

Lead social media and digital marketing team for Kmart Apparel while mentoring and managing junior associates. Team Creative Director to several agencies developing digital, social and campaigns, while also providing in house design support. Lead strategy for digital advertising, partnered in elevating visual collateral both on figure photography and graphics - to support in house fashion brands. Work with CMO to develop creative advertising campaign plans, and execute on both creative development and strategic planning. Directed a redesign of corporate website and social media platforms, and supported creative and strategic needs of two fashion brand launches for Kmart. Provide photo direction and creative input for fashion forward company wide creative assets, as well as develop creative assets for multiple large budget advertising campaigns.

Responsibilities include:

- Directed visual redesign of corporate websites and social media platforms which amplified user experience and increased engagement. Directed creative development of graphic and content assets to elevate product.
- Provided creative direction and project management for of several projects including the development of new over arching brand campaign with a budget of over \$1M.
- Worked closely with new and existing celebrity teams to deliver exciting new customer experiences.
- Pushed a shift in demographic targeting with celebrity social influencers to amplify the ROI of marketing efforts using digital influencers. This has resulted in a 30% increase in sales of featured product and a 139% increase of customer engagement using a budget of only \$25K.
- Improved processes for visual asset management by developing a standard use of branding, creating style guides, and working with agencies to achieve elevated graphic deliverables in order to amplify the digital customer experience. Streamlined deliverable process to save BU over 100K in 3 months.

OFFICEMAX INC. | APRIL 2013-APRIL 2014

MANAGER OF BRAND DEVELOPMENT, SOCIAL MEDIA | NAPERVILLE, IL

Directed and led the Social Media department for OfficeMax Brand including strategy, project management, analytics, copy writing and graphic design for retail, B2B, and workplace. I increased engagement by an average of 30K per post, introduced contesting and forged relationships with outside vendors for content sharing to increase organic reach. Routinely collaborating with VP's and directors, I championed and developed several social campaigns that increased brand awareness and social traffic. I managed a team of consultants, analysts, customer service representatives, worked with our law team on best practices, and analyzed daily/weekly data to optimize ROI and fuel growth. Additional responsibilities include:

- Social marketing budget, vendor contract negotiation and direction, data analysis and reporting, internal legal liaison, and work scope management.
- Directed seven external agencies for community response management, active listening, RTB, incentivising and promotions. Developed a key influencer outreach program to increase organic reach and word of mouth for products.
- Developed and produced all social campaigns, one of which increased fans by 10K in a month with a 90% fan retention rate
- Direction and production of brand videos for social media.
- Led social strategy and advisement for company target shift from consumer to small business including new platform development, targeting and contest to build awareness
- Integration specialist for social regarding merger with Office Depot

HUBBARD BROADCASTING | DEC. 2011-FEB. 2013

DIGITAL GRAPHIC DESIGNER, SOCIAL MEDIA DESIGNER

Worked with three top 5 ranked stations as a digital, print and social media designer. Responsible for internal web and signage needs. Created visual campaigns for sponsored events such as the Minnesota Golf Show, on site radio events, online promotions as well as all social media channel design for station and local business clients. Spearheaded an increase of design quality standards and practices through attention to detail, forging strong working relationships with marketing decision makers, understanding client needs, and keeping up to date on visual trends.

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WORK EXPERIENCE

continued

THE CREATIVE GROUP DEC. 2006-DEC. 2011

SENIOR GRAPHIC DESIGNER | MINNEAPOLIS, MN

Member of the freelance creative staff at The Creative Group. Worked long term at design agencies where I was given multiple roles as a senior designer and art director. Below are two positions I held long-term and was requested beyond my contract by company leadership.

GO EAST DESIGN AGENCY

+ SENIOR GRAPHIC DESIGNER | MINNEAPOLIS, MN

Created new and maintained current campaigns for 3M and Post-it Products. Produced concepts and artwork for production while working closely with the creative director to create eye-catching displays and advertisements for in-store POS/POP, displays, national advertising, and product package design. Photo editing skills highly valued at company and was tasked with image prep and creation for advertisements and catalogs.

BI WORLDWIDE

+ GRAPHIC DESIGNER | MINNEAPOLIS, MN

Worked with executive team client accounts to concept creative marketing plans for national fortune 500 client presentations including high-concept packaging, report layout, presentation design and information design. Routinely hand-picked to spearhead creative elements of many high visibility projects within a short time line.

FIREFLY STUDIOS PHOTOGRAPHY MAY 2010-PRESENT

OWNER/PHOTOGRAPHER, MINNEAPOLIS, MN

Fine art/photo journalistic photographer for weddings concentrating in portraiture. Artistic interpretation of photography drew much attention and booked 12 weddings within the first year alone. Utilize extensive photo editing techniques to acquire a wide range of photographic looks.

KKE ARCHITECTS NOV. 2007 - AUG. 2009

GRAPHIC DESIGNER/MARKETING | MINNEAPOLIS, MN

Created and maintained the advertisement and collateral book branding, identity, and marketing of the national firm. Developed strong multi-tasking skills under tight turnaround deadlines. Creativity re-approached company wide branding development, while spearheading planning for KKE's marketing campaign company standard presentations. Responsible for detailed photo correction and retouching for Nationally advertised architectural photography. Created signage for projects such as the Mall of America.

ASTERIOU DESIGNS JUNE 2002-FEB 2011

FREELANCE GRAPHIC DESIGNER

Self-started design operation that maintained a large base of return clients. Projects encompassed a broad range of disciplines, media, and client needs. Combined graphic and illustrative skills with creative conceiving to launch several new brands in an innovative and eye-catching manner. Clients include Marvel, Got Milk?, Target, Pulte Homes, Red Bull, and Huffy Bikes.

HOOR DETROIT MAGAZINE JUNE 2002 - FEB 2005

EVENT PHOTOGRAPHER | ROYAL OAK, MI

Lead photographer for marquee events covered by Detroit's premier social magazine. Utilized strong client relation skills to build rapport with event participants while documenting events in an artistic photo-journalistic manner.