

Nancy Martineau

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Marketing, graphic and web design professional with 20+ years experience producing powerful and effective B2B and B2C materials. Utilizing print, multimedia, web, email marketing, analytics and social media channels to support product marketing and strengthen brand identities for established and new emerging markets worldwide.

Principal Skills

Creating cross-media branding campaigns that include identity systems, web, interactive, print, motion graphics, social media and e-marketing outreach that dramatically increase overall sales with analytics data for ROI.

Assembling and managing teams of in-house creatives along with outside consultants and professionals while creating an environment that fosters outstanding work and ensures delivery of high-impact solutions, on time and within budget.

Extensive knowledge of web design, research and analytics tools, social media monitoring, program management, search engine and browser optimization. Digital marketing campaigns ranging from high tech B2B solutions to the mainstream B2C client.

Relevant Experience

Art Director/Webmaster - KVH Industries Inc., Middletown, RI

1995 - Present

Contributed to the growth of KVH Industries from \$15M (1996) to \$162M (2014) in sales while successfully positioning the company as an international high-technology provider. Key roles and responsibilities include:

Art Director Responsibilities

- Senior management of a full in-house creative design agency, supporting worldwide corporate sales and marketing initiatives from the company's headquarters in Middletown, RI. Providing all marketing material and strategy for crafting the product message and positioning of our products through our sales offices in Chicago, Denmark, Greece, Japan, Norway, Singapore, and the United Kingdom.
- Blending "big picture" strategic planning with practical, localized goal-oriented tactics to deliver measurable, long-term marketing solutions that create satisfied customers creating repeat business - both B2B and B2C.
- Guiding in-house clients (sales, engineering-product UI, service department, HR) applying techniques intended to maximize consumer adoption and satisfaction. International campaigns that drive brand recognition and respect.
- Ensuring that all media communications and trends are appropriately applied and monitored with analytics.
- Directing in-studio and off-site photography as well as producing videos that help to support the worldwide sales and service team.
- Designing and directing successful national radio, outdoor, and print advertising, multimedia, interactive, and permission-based web marketing campaigns.

Webmaster Responsibilities

- Developing and staying abreast of social media strategies and repositioning these outlets to drive demand and recognition. Measuring analytic results and reformulating layouts to increase customer satisfaction and overall SEO standings - creating monthly analytic reporting to constantly retool and refine the process.
- Daily updates of complex online web CRM, project management, writing of all SOW for outside development from information architecture to database integration, working with outside developers and vendors to implement new software tools throughout the company such as Salesforce, ServiceCloud, product configurators, database migrations, FAQ database and on-line training.
- Managing and collaborating with web designers, developers, product teams, and IT to define marketing concepts, wireframes, flow diagrams, and UI specifications that work across all of our platforms.
- Rebrand new KVH company acquisitions and create web, media and marketing pieces that bring these new company's into the KVH fold.

Freelance Work

1988 - Present

20+ years experience working as a freelance designer in print and web design delivering to a broad spectrum of clients, focusing on:

- Offering consultations for complete solutions and services for web, social media, multimedia and print needs.
- Identifying, recruiting, and managing subcontractors to ensure access to all necessary technical expertise.
- Conceptualizing and executing creative strategies, designing information/navigation structures and visual interfaces.
- Establishing and meeting all budgetary and project schedule requirements.

Senior Graphic Designer/Manager - T.M. Morris Productions

1993 - 1995

Senior designer supervising and providing technical and graphic direction for a staff of 3, with responsibility for:

- Working with major local and nationwide design firms to provide supporting corporate ID design, logo design services, package design, brochures and other marketing pieces.
- Managing daily project flow and other designers as well as IT maintenance for both Apple and PC-based computer network.

Graphic Designer - The Robbins Company

1993 - 1988

Graphic design position working for the leader in managed recognition and reward solutions. Experience includes:

- Creating awards program collateral specifically designed to the individual company integrating their corporate ID.
- Directing photo shoots, color retouching, and brochure, folder, and logo design for jewelry and gift embossing.
- Overseeing pre-production layout and on-press color proofing.
- Established portfolio of business accounts, including BASF, GE, United Airlines, Fed-X, Brown University, ABB, Rhone Poulenc.

Education

Rhode Island College - BA Degree - 1988

Major: Graphic Design Program

Minors: Photography, Art History

Rhode Island School of Design

Certification Program - Web Design + Development

HTML - Language of the Web

Flash Animation & Interactivity

Web Design Studio with Dreamweaver

Special Effects with Adobe After Effects

Final Cut Pro - Computer Animation & Video

Bryant University - Executive Development Center

Project Management Certification Program

Software

Graphic software: Adobe Creative Suite CC - Illustrator, Photoshop, Aperture, Bridge, InDesign, Quark Xpress

Microsoft Office: Excel, Word, Powerpoint

Web/Multimedia software: Adobe Creative Suite CC - Fireworks, Dreamweaver, Flash, Final Cut Pro, After Effects and basic HTML programming

Social Media: LinkedIn, Twitter, Facebook, YouTube, Instagram, Pinterest, Google+, Google Webmaster Analytics

Affiliations

AIGA Member: RI Chapter

Newport Interactive Marketers

National Association of Professional Women

Pecha Kucha: Providence Chapter

EatSleepDraw