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experience

1

MCCANN DETROIT | SR. ART DIRECTOR | 05/25/10 - 02/01/18

- Worked closely with other team members to concept, design and execute magazine and retail print ads, brochures, catalogs, OLA, eBlasts and other marketing materials for the Saab account
- Developed work for Pure Michigan Business (MEDC) including the successful GoingPRO in Michigan campaign. Partnered with the client to create the name, logo design and subsequent advertising materials targeted toward parents and high school students. Campaign elements included OOH, print ads, posters, eBlasts, OLV, OLA and social media
- Concepted the name, created and executed the logo, usage guidelines and marketing materials for Planet M, establishing Michigan as the global leader in mobility. Work included videos and OLV, OLA, print ads, tradeshow booth consultation and OOH
- Designed and executed print, OOH, OLA and social media elements and generated new business ideas to help grow the Pure Michigan travel account
- Played an instrumental role in the initial Ameriprise Financial campaign launch, creating advisor materials and ad templates, in-office posters and wall graphics, website consultation and layout. Designed and executed brand print, social media elements and OLA
- Developed and art directed campaigns for the Michigan State Housing Development Authority (MSHDA). Created advertising materials including TV spots, print ads, OLA, OLV, OOH, social media and website consultation

2

CAMPBELL-EWALD PUBLISHING | V.P. ASSOC. CREATIVE DIR. | 10/06 - 01/09

- Was responsible for all aspects of the Lowe's account which included a 24 page monthly publication, event materials and various employee awareness pieces. Directed creative, edit and photo shoots; executed the design, layout and illustration for each book
- Handled the OnStar account. Concepted, designed and executed all creative for their quarterly 16 page customer information magazine. Developed, designed and pitched a digital, interactive OnStar e-magazine to move the client toward a subscriber-targeted editorial, and interactive presence on the Web
- Managed and executed design and layout of Hagerty's Magazine, a 36 page quarterly publication focusing on all aspects of the collector car market. Worked with team members to develop the editorial platform
- Collaborated with all team members to generate new business ideas for our clients and ourselves. Worked with account and production staff to ensure all materials were on time and within budget. Supervised and trained freelance and in-house staff.

3

BBDO DETROIT | SR. DESIGNER & JEEP BRAND LEAD | 06/02 - 10/06

- Maintained Jeep Brand identity standards throughout print and other materials. Responsible for concept, design, layout, production and coordination of a wide range of projects including: magazines, catalogs, brochures, exhibits, ad campaigns, direct mail, logos point-of-sale and event collateral materials.
- Worked closely with CDs, ADs, Account, Copy Writers, Art Buyers and Print Producers to develop, implement and produce materials from concept to completion on time and within budget.
- Art Directed illustration, photo shoots and edit, supervised pre-press and press checks for catalogs and campaigns. Supervised and coached Junior Designers throughout various projects.

kudos

- Received multiple individual Caddy and D Show Awards, and contributed to countless award winning national campaigns and NFP work. Three consecutive Mobius Awards for Jeep catalog design. Team member on the 3-time Effie award winning Pure Michigan account

skills

- Proficient in Creative Cloud applications
- Steadfast leader with reliable work ethic
- Flexible and pragmatic
- Resourceful problem solver
- Comfortable in fast-paced work environment
- Able to coordinate multiple projects simultaneously

education

- Center for Creative Studies, College of Art and Design. B.F.A. with high honors

references

- Available upon request