

Caron Arnold

Creative Director | Illustrator | Maker

caronarnold.com

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As an experienced Creative, I strive to create things that connect with the audience on a level that speaks to their heart. This is the work that drives me. And it's these ideas that come through thoughtful collaboration and leadership.

EXPERIENCE

Weissman - *Creative Director* - JUL 2019 - PRESENT

- Leads a large internal agency, photo and video studio (20+ full time staff and 25+ freelance) to develop still and motion assets for print, digital and experiential marketing campaigns for B2B and B2C e-commerce and catalog businesses: Weissman and Dancewear Solutions.
- Works directly with Owner/CINO, Marketing leaders, Product/Merchandising leaders and cross-functional teammates to gather vision and develop concepts to achieve company goals.
- Manages and is responsible for a multi-million dollar annual budget.
- Discovered, developed and implemented new processes and project management systems to increase efficiency and clarity into project progress.
- Participates on the Leadership Team as a contributor for company strategies/goals.
- Develops annual plans for Creative Strategies for multiple brands and audiences.

Fusion Marketing - *Creative Director* - MAR 2016 - FEB 2019

- *Senior Art Director* - JAN 2015 - MAR 2016

- Built and managed a team for B2B and Association Management creative needs.
- Managed projects and people in St. Louis and remote offices.
- Produced, directed and participated in many live events including script writing, show calling, presentation support, interviews and recap videos.
- Created and delivered successful new business pitches.
- Collaborated to develop marketing and run large association trade shows, education events and meetings.
- Supported trade shows and clients with event identity, marketing materials, email campaigns, social media strategy, signage, online digital creative, meeting presentations and live event support.
- Wrote/produced multiple videos with interviews, script writing and direction to support B2B programs.
- Hired and managed freelance designers and writers to support the workload.

Blackhawk Network - *Art Director/Interactive Developer* - JUL 2012 - JAN 2015

- Designed and developed strategic marketing for B2B prepaid card-based products on four networks: Amex, Visa, MasterCard and Discover.
- Collaborated with Creative teammates and Product Team to design and develop the corporate

brand and identity for videos, trade show booths, collateral, digital marketing campaigns, webinars and presale mock materials.

- Designed and developed seasonal marketing for promotions and holidays and maintained a custom engine dedicated to internal presale/project requests.

Visiontracks - *Graphic Artist/Interactive Designer* - JUL 2001 - JUN 2012

- Led creative, produced, wrote, directed and storyboarded for video production. Other responsibilities: art direction, graphic support, web design, interactive and social media. Managed projects for long-term government contracts.

CLIENTS

Sprint, Valvoline, Anheuser-Busch, Kmart, Old Navy, Monster Energy, Mobil on the Run, Taste of Home Magazine, U.S. Army National Guard, U.S. Army Reserve, Rollins, Maritz, World Wide Technology, Border States Electric, Crescent Electric, Cepia, United Way, USAA WME IMG, E-League, Professional Bull Riders (PBR), Frontier Communications, AT&T, American Fence Association (AFA), National Ornamental and Miscellaneous Metals Association (NOMMA), Weissman, Dancewear Solutions

SKILLS

Creative Leadership, Pitch Development, Concept Ideation, Project Management, Strategic Problem Solving, Storyboard Development, Creative Direction on Set for Photography and Video.

Software proficiencies include Adobe Creative Suite, GSuite, Office Suite, Figma & Figjam, Asana, Ziflow

EDUCATION

Webster University - Areas of emphasis: art, graphic design, photography, media production and dance

ADDITIONALLY

ready+willing - Spring 2014 Creative Mentor

Led team of 8 creatives to rebrand Animal House Cat Rescue and Adoption Center: STLcats.org

Creative Producers Group - Graphic Designer/New Media Specialist - JUL 2000 - APR 2001

StreamSearch.com - New Media Developer - JAN 2000 - MAY 2000

Personal artwork has aired on TBS, CBS and FOX and featured on BuzzFeed, Huffington Post, CNet, Mashable, Refinery29 and other online outlets.

Most well-known for 2016 Amazon Prime Halloween Costume that went viral from a Reddit post with 90.4k upvotes that reached #1 and remained on the front page for over 24-hours.

In a prior career: Stunt Performer, Singer, Dancer, Actress at Six Flags, St. Louis, played many characters including Maid Marian, in the Robin Hood Stunt Show and Catwoman.

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