

CAROLINE IRACI

INNOVATIVE MARKETING CREATIVE

Versatile marketing creative with over 25 years experience on both sides of the marketing/creative fence. Ability to take complex information and create highly impactful marketing pieces. Looking for the opportunity to create *Aha!* moments for a forward-thinking and fun company.

CONTACT



Phone

303.596.6277



Email

caroline.iraci@gmail.com



LinkedIn

linkedin.com/in/carolineiraci

SKILLS

Adobe Creative Suite

Photoshop
Illustrator
InDesign
Premiere Pro

Microsoft Office

PowerPoint
Word
Excel

Wordpress

Asana

Workfront

EDUCATION

MBA

University of Denver
Denver, CO

BSBA

University of Denver
Denver, CO

WORK EXPERIENCE

ART DIRECTOR

Stensul | 2021–Present

Solely responsible for all of Stensul's creative design, including:

- Booth graphics
- Brand assets
- Case studies
- Custom comic books
- Digital ads
- eBooks
- Email/landing page creation
- Sales one sheets

Work with various teams (marketing, events, sales) to provide creative support on company marketing materials that elevate and promote the Stensul brand.

SENIOR ART DIRECTOR

Epsilon, a division of Publicis Groupe | 2008–2020

(Full-time contractor 2008–2012, Full-time employee 2012–2020)

Led the creative design for client-facing marketing campaigns including:

- Banner Ads
- Booth graphics
- Brochures
- Case studies
- Direct mailers
- eBooks
- Email lookbooks
- Iconography
- Infographics
- PowerPoint decks
- Print ads
- RFP packaging
- Web banners
- White papers

Managed a range of internal brand design projects ensuring that all work reflected Epsilon's visual identity guidelines.

Annually spearheaded the creative deliverables for Epsilon's most prestigious event—the client symposium (250+ Fortune 500 C-level executives). Developed overarching branding, microsite, print/electronic communications, and on-site materials (event programs, signage, promotional items).

Partnered with copywriters, marketing, product and content managers to successfully produce an average of 150 projects annually. These projects directly supported the demand generation goals of a \$4 billion company.

GRAPHIC DESIGNER AND COPYWRITER

Freelance | 2006–Present

Registria (a leader in delivering ownership experiences for brands): created LinkedIn ads, digital banner ads, PowerPoint presentations

LogRhythm (a security information event management company): designed email banners, collateral updates and promotional materials

PaySimple (an online payment system): developed marketing materials, including sales sheets and postcard campaigns

SHOP.COM (a leading internet retailer): wrote weekly email copy aimed at driving website traffic

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WORK EXPERIENCE (Continued)

MARKETING MANAGER

NextAction (now Oracle Advertising) | 2004–2008

Developed marketing collateral, including product sheets, brochures, presentations, quarterly newsletters and email copy

Created and launched targeted client acquisition marketing programs resulting in 20–63% close rates, representing 165 new clients

Orchestrated NextAction's corporate events for members and prospects (250+ attendees) at major industry conventions

ACCOUNT MANAGER

Direct Marketing Designs, Inc. | 2003–2004

Consulted with clients to develop the most successful direct mail programs possible, while remaining within budget. Organized the list procurement, creative, printing and mail house vendors, and performance analysis for each mailing.

PRODUCT MARKETING MANAGER

Abacus (now Epsilon, a division of Publicis Groupe) | 1999–2002

Oversaw the profit/loss and full life cycle management of Abacus' Optimization modeling product, a \$6 million/year revenue product

Developed targeted promotional campaigns to increase clients' use

Delivered product presentations, training materials and marketing collateral to both clients and sales staff

Acted as product line champion; maintained consistent communication within the organization with regard to product positioning, design goals, status and end-of-life plans

Achieved 128% of product revenue goal

MARKETING MANAGER

G.A.Wright Sales, Inc. | 1993–1999

Collaborated with the Director of Marketing in development and implementation of direct marketing strategies

Led a team in providing marketing support for the company's lead generation campaigns

Managed 130 retail consultants, placing them on ~600 contracts annually

Supervised the annual recruitment and training of 30+ contractors

Increased retention rate for consultants recruited from 60% to 80%

Employee of the Year – 1995