

Anne Kane

Creative Director

754-264-3862

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anne-kane.com

SKILLS

Photoshop
InDesign
Illustrator
Quark
Wordpress-Divi
Netsuite & Clarizen
Office
Mac & PC Platforms

EDUCATION

Bachelor of Arts
Communication
University of South Florida,
Tampa, FL

AWARDS

RSI Employee of Year
2014, 2018

Multichannel Merchants
Print Silver Award, Catalog
Vitacost 2009, 2008, 2007

Vitacost Employee
of Year 2007 & 2005

Kaufman Supply
Employee of Year 1997

SENIOR DIRECTOR, CREATIVE SERVICES

Red Spot Interactive Jupiter, FL July 2012 - present

- Manage the creative process from concept to completion for 250+ client websites and marketing.
- Oversee the in-house and remote team of 12 including designers, writers, developers and coders.
- Report on profitability, deliverables, timelines and budgets to President and Senior Team leads.
- Provide training, project system updates and reporting to Creative, Marketing, Sales and IT teams.
- Active working designer, creating client websites, marketing and branding materials.
- In charge of direct relationships with top clients to increase retention rates.

DIRECTOR OF CREATIVE SERVICES

Shoes For Crews West Palm Beach, FL January 2011 - July 2012

- Creative lead for all SFC published media worldwide, including catalogs, posters, sales collateral, tradeshow, signage, media kits, brand logos, packaging, etc.
- Accountable for work flow process, trafficking, proofing, content and production
- Supported web team by providing all product images, art and content
- Immediate supervisor for art director, graphic designers and copy writers on all creative projects.

DIRECTOR OF CREATIVE SERVICES

Vitacost.com Boca Raton, FL July 2003 - December 2010

- Creative director for all direct mail and e-commerce marketing including more than 75 yearly catalogs, brochures, postcard, box inserts, website banners and promotional e-mails.
- Designed and oversaw production of more than 800 proprietary product labels for vitamins, supplements, food and beauty products.
- Immediate supervisor for production managers, copywriters and graphic designers on all projects.
- Reported directly to the Chief Marketing Officer in the management of a \$6 million print budget focused on generating over \$100 million in revenue annually.

SENIOR PROJECT MANAGER

Summit Catalog Company Englewood, CO March 2002 - June 2003

- Designed direct mail and catalogs for national accounts in restaurant and janitorial supply industry.
- Lead creative manager in designing proposals and overall creative look of print media.

SENIOR PRODUCTION MANAGER

Boulder Daily Camera Boulder, CO June 2001 - March 2002

- Designed retail advertisements and coordinated daily production schedule for this daily newspaper.
- Focused on new account acquisition through creative campaigns and improving existing accounts creative content.

DESIGN SUPERVISOR

Office Depot Delray Beach, FL July 1998 - April 2001

- Supervisor responsible for design and layout of U.S. and Canadian newspaper inserts.
- Liaison between newspaper-team graphic designers, advertising coordinators, merchandising, creative director, photography manager, copywriters and printing and pricing departments.

GRAPHICS MANAGER

Kaufman Supply Atlanta, GA July 1996 - May 1998

- Managed corporate in-house design for all 12 branches of housing supply distributor.
- Created advertising for monthly publications, association directories, yellow page ads and newspapers. Designed company catalogs, flyers, price books, department forms, store signs, manuals and information booklets.