



Creative Director and Marketing Services Project Leader, with expertise in digital communications, branding, packaging, product development, printed sales materials, event planning and retail merchandising for the consumer products industry. Excel at building customer, vendor and consumer relationships. Foster an open creative environment enabling design teams to flourish. Dedicated. Detailed. Dependable.

Tweezerman International, LLC – Global Beauty Tool Manufacturer – Port Washington, NY

CREATIVE DIRECTOR, July 2015 – present

- Visionary leader responsible for global creative operations for Tweezerman brand, including: packaging, product development, merchandising, sales materials, photography, video, public relations support, website & social media digital assets, retail displays, trade shows, conferences and corporate initiatives.
- Spearheaded complete rebranding of Tweezerman retail line. Conducted research to pinpoint key attributes that resonate with our consumer. Elevated brand look by updating packaging. Increased brand presence at retail store level by carrying new look to floor and counter displays at locations such as: Ulta, Bed Bath & Beyond, Walgreens, CVS, Harmon.
- Ideate, direct and execute digital visual assets; including web banners, web ads, landing pages, gifs, and images for Amazon, Ulta, Sephora, Instagram & Facebook.
- Consolidated packaging vendors and components to enable operational efficiencies and cost savings.
- Increased Tweezerman Studio Line exposure by creating customizable magnetic displays to promote entry point counter display options, which work in various upscale retail settings.
- Directed video tutorials—using models and beauty influencers—to showcase proper tool usage and maintenance, insuring consumers became experts in using Tweezerman premium tools.
- Directed and produced a “How It Is Made” video documentary, which follows the manufacturing process of tweezers from raw material to the finished product.
- Key player in upgrading the visual impact of the company website in order to enhance the emotional connection to the Tweezerman brand.
- Partner with marketing, sales, sourcing, quality control, purchasing, vendors and customer service teams to insure key deliverables are met and operational processes are achieved.
- Designed and managed tradeshow venues using eye-catching backdrop graphics and high-end acrylic product displays.
- Restructured the layout of Tweezerman Retail, Professional, and Studio catalogs for a cohesive shopping experience.

Likeable Local – Social Media Agency – NYC

CREATIVE BUSINESS CONSULTANT, February 2015 – July 2015

- Partner with CEO, Dave Kerpen, and Executive Team to analyze marketing / sales / content / customer teams to drive additional business, develop targeted engaging content and build relationships with small to mid-sized companies to invest in their social media platform.

RR Donnelley (formerly Esselte Corporation) - Global Office Products Manufacturer – Melville, NY

CREATIVE DIRECTOR, July 2010 – November 2014

- Marketing Services project leader that implemented packaging strategies and marketing communication sales materials for North American division. Brands included: Pendaflex®, Oxford®, Ampad®, Earth Wise®, Boorum & Pease®, and Rapid®. Produced packaging, catalogs, print ads, newsletters, brochures, web ads and banners; videos; merchandising and sales materials, as well as event planning and trade-shows.

- Partnered with social media agencies to deliver engaging, relevant content on Facebook, Twitter, Amazon, Google+, and Pinterest. The spike in consumer audience resulted in \$59 million in gross profit.
- Directed product design for Ampad® ShotNote® Writing Products and UX/UI for mobile App creation on App Store and Google Play. Developed ad campaigns driving a consistent brand image across all platforms: print, web, social, video, mobile and catalogs.
- Creative thinker and problem solver who managed communications for major retail & wholesale accounts, Staples, Wal-Mart, Target, Office Depot, BJ's & Costco. Responsible for updating private branded packaging, sourced in-store merchandising displays, and created sales support materials.
- Spearheaded major corporate initiatives for the Executive team including; mergers and acquisitions, innovative product development, and customer relationship building.
- Supervised trade-show logistics: booth design, setup and execution for National School and Office Products, including Staples, Camex, Shopa, NAPO & IAAP.
- Developed creative business strategy, implemented a virtual digital management system (60,000 assets for 3000 clients in 12 months) and provided training to clients in North America on SharePoint platform.
- Organized and led multiple cross-departmental Kaizen teams to streamline company-wide improvements, cost savings, and workflow processes in the office and on the manufacturing floor.

TECHNICAL

Platforms: Mac, Windows

Adobe Creative Suite 6: Illustrator, Photoshop, In-Design, Acrobat Pro

Microsoft Office: Word, Excel, PowerPoint

Share Point

PROFESSIONAL AFFILIATIONS

Member, CEW – Cosmetic Executive Women

Member, AIGA – American Institute of Graphic Arts: Professional Association for Design

EDUCATION

MBA Certificate – 2013

AMA – American Management Association – New York City

Bachelor of Arts – 1996

Honors - Graphic Design / Studio & Fine Arts

Queens College – City University of New York

KEY STRENGTHS:

Brand Strategy

Digital Content Management

Creative Team Building

Marketing Initiatives

Interactive Design

Art Direction

Packaging

Product Development

Sales Collateral Materials

Websites

Trade Shows

Retail Merchandising

Pre-Press & Print Production

LEAN Methodology

Photography

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