

Bella (Deborah) Lane

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CREATIVE STRATEGIC BRAND MANAGER | DIGITAL / PRINT MEDIA

Accomplished digital/print media leader with 15+ years of professional experience in creative project management, brand strategy, digital production, marketing and brand stewardship. Well-versed in MAC, mobile, tablet and web/social environments from both design and technical standpoints with the ability to maximize the talents of internal and external teams. Strengths in project leadership, design, operations, process development, communications and customer/user experience, with an ability to manage multiple projects at both a strategic and tactical level. Effective creative leader with a proven track record in developing, executing and managing multichannel marketing initiatives both on and off-line.

CORE COMPETENCIES

- Creative team leadership
- Decision-making
- Brand/Marketing Strategy
- Oral and written communication skills
- Delegation
- Creative/Brand Management
- Critical thinking
- Adaptability
- Adobe/Microsoft Suite

PROFESSIONAL EXPERIENCE

CEO & CREATIVE DIRECTOR – BELLA LANE DESIGNS, INC, Atlanta, GA 05/2003 – PRESENT

Work with clients to clarify strategic requirements and manage expectations, scope large engagements including budget, develop statements of work and project plans, and manage resourcing, and staffing.

- Prioritize all deliverables and ensure quality of work meets BLD standards and client objectives.
- Develop new business and ensure that all deliverables are of the highest quality.
- Simultaneously manage multiple content projects, with quick turnaround times.
- An intimate understanding of design, copy and web best practices/guidelines
- Comfort interacting with clients and internal staff alike
- Develop work and guide clients across a variety of great and influential consumer brands
- Work with an integrated team of strategists (including brand, digital, social, content, CRM and data strategists) to design and inspire inventive brand and comms strategies
- Partner with a variety of agency specialisms (including creative, account, media PR, creative tech, and production) to bring to life impactful strategy
- Inspire teams with consumer/cultural insight, articulate briefs and foster collaborative relationships
- Guides clients with business insight, brand understanding, and compelling storytelling
- Learn, improve, and develop strategic frameworks, architectures, and processes.
- Develop brand standards and usage guidelines
- Assist integration of campaigns with brand consistency
- Track consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research
- Write reports, specifications and creative briefs

PROFESSIONAL EXPERIENCE

Freelance Graphic/Web Designer – VARIOUS COMPANIES, USA

02/1996 – 05/2003

Designed and developed various website and graphic design campaigns with budgets averaging \$15-20M in Accounting/Finance, IT, Operations and Marketing. Developed and managed production including pre-press and production, press and color checks for major retail companies including Bell South, Win Dixie, Safeway, Federated Department Store, SERTA, Sealy, and Georgia Pacific.

- Graphic Design and Prepress Production
- Web Design and Development
- Digital/MultiMedia Design
- Outdoor Promotions
- Corporate Identities
- Annual Reports
- Editorial/Advertorial Layout Design
- Presentation Design

Art Director – AUSTIN KNIGHT (UK) LTD, London, ENGLAND

04/1993 – 02/1996

Working alongside a copywriter where the copywriter produced the words and I created the visuals working on client campaigns from initial concept to final deliverable. Manage all aspects of the project including client expectations, product, and target audience.

- Ad Design - Print
- Ad Design - Website
- Banner Ad Design
- Billboard/Poster Design
- Brochure Design
- Business Document Design
- Flash Design
- Logo Design
- Other Graphic Design/Multimedia
- Page/Book/Magazine Layout
- Presentation Design

EDUCATION

- M.A. with a concentration in Ceramic Sculpture, Royal College of Art, London
- B.A. with a concentration in History of Art and Design, Kingston University, London
- BTec First Diploma in Graphic Design, South Thames College, London

TECHNICAL SKILLS

HTML, PHP, JavaScript, Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat Pro, Dreamweaver; MS Project, SharePoint, Microsoft Office Suite, Basecamp project management software, Google Analytics (SEO), Google AdWords (SEM), Social networking platforms: Facebook, Instagram, Pinterest, Twitter; CMS platforms: WordPress, Joomla, Drupal, Blogger, Tumblr, Adobe Catalyst; Pre-press and print production.