

Sabrina Fraley

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**CRAZY ABOUT
MAKING
EXCEPTIONAL
WORK WITH
EVEN MORE
EXCEPTIONAL
PEOPLE.**

Awards/Honors

One Show 2013 Merit,
Out of Home/Transit & Outdoor
Installations - Single,
Old Navy - Flip Flop Block

Facebook Awards 2013 Silver
Grey Poupon - Society of Good Taste

Cannes Lions 2013 Silver Promo,
Best Use of Promo & Activation;
Best use of Social Media Marketing
in a Promotional Campaign
Grey Poupon - Society of Good Taste

Cannes Lions 2013 Bronze, Integrated,
Integrated Campaign, Grey Poupon -
Society of Good Taste

One Show 2013 Merit, Integrated
Branding, Integrated Campaign
Grey Poupon - Society of Good Taste

One Show 2013 Merit,
Social Media - Best use of Social Media
Grey Poupon - Society of Good Taste

London International Awards
2013 Silver, Use of Social Media
Grey Poupon - Society of Good Taste

D&AD 2013 In-Book Digital Advertising,
Use of Social Media
Grey Poupon - Society of Good Taste

AAF Addy 2011 Gold, National, Student
Hustler Mixed Media

AAF Addy 2011 Silver, District, Student
Hustler Mixed Media

AAF Addy 2011 Silver, Local, Student
Hustler Mixed Media

AAF Addy 2011 Silver, District, Student
Crayola Print

AAF Addy 2011 Bronze, Local, Student
Crayola Print

AAF Addy 2011 Silver, District, Student
Alzheimer's Foundation of America
Print Campaign

Highly motivated with an undying passion to take a challenge from concept to something incredible. I enjoy working with creative minds who encourage each other to think beyond, around, forward, backward, inside out, and upside down to find the most valuable solution and push ideas to the next level. I thirst for an environment where I can contribute, as an individual and as a leader, to an innovative team who works hard and fast to grow creatively and professionally. I surround myself with movers and shakers and pride myself in a calm, humble, but dedicated and confident approach to inspire my team and not only drive results, but make a difference for our clients. I am excited about the opportunity to be part of a progressive team that embraces the creative process, pays attention to detail, and strives for the very best work.

Skills & Expertise

Art Direction / Creative Direction / Creative Strategy / Business Strategy / Integrated Marketing / Brand Development / Art & Design / Typography / Interactive Advertising / HTML & CSS / Email Design & Development / Mobile & Responsive Design / Packaging / Production / Photography / Adobe CS / MS Office / Screen Printing / Book Making and Binding

Professional Experience

Creative Director/Website Director | Greatest Hotels Group, Inc. | 6/16-Present

Create and deliver a strategic vision for all design and development, with the experience to design, build, and comprehensively oversee a category-leading hospitality property showcase listing and referral site.

Lead and oversee the ongoing development, enhancements, feel and function of the greatesthotels.com primary website, and all associated company websites.

Help establish a brand vision through clear creative strategies ensuring high level design and functionality across deliverables, oversee timelines, create process, and eliminate obstacles.

Lead, direct, and provide feedback/insight to Developers, Designers, and other team members.

Foresee and analyze challenges, anticipate consequences, and find solutions to successfully complete projects beyond expectations.

Collaborate with sales team, marketing specialists, and vendors to build value, increase brand awareness, drive traffic and encourage bookings across all web and social media outlets.

Designer | The Integer Group | 7/15-5/18

Clients: Kellogg's, Kashi, Bear Naked, Pop-Tarts, Cheez-It, Pringles, Keebler, Stretch Island, Red Robin, P&G, Gillette, Venus, Mars/Wrigley, Snickers, Skittles, Starburst, M&M's, Juicy Fruit Gum, Orbit Gum, Alert Gum, Clairol, Olay, Duracell, Febreze, Naked Juice, Braun, Dollar General.

Champion high volume client projects and help clients excel in their vision while collaborating with the creative team or working individually in a quick turn environment in any or all capacities of the ideation to production process.

Lead brand specific design team and assign projects. Provide direction and feedback for client deliverables paying close attention to agency guidelines, brand identity, layout and design specifics, print and digital production requirements, timelines, and other project details.

Create and evaluate artwork, fine tune deliverables, execute typography, analyze image resolution, color profiles and other file specifics for print production.

Analyze or create a wide variety of digital media, then complete prep for development with a strong understanding of web design, layout, functionality, development standards, and requirements for digital executables.

Apply best Shopper Marketing practices to effectively design and render project prototypes prior to production and in-store installation.

Designer/Digital Artist | Crispin Porter + Bogusky | 10/11-7/15

Clients: Old Navy, Grey Poupon, Kraft Macaroni & Cheese, Jell-O, Velveeta, Coke Zero, Domino's Pizza, Fruit of the Loom, Triscuit, Infiniti, Aspen Dental, Hotels.com, Applebee's, and Paddy Power.

Collaborate with creative department to take projects from concept to completion, work consistently upholding the highest standards for high volume clients in an extremely fast paced, quick turn, environment.

MORE >>

AAF Addy 2011 Bronze, Local, Student
Alzheimer's Foundation of America
Print Campaign

AAF Most Promising Student
2011 Top Student

Pepsi "Campus to Corporate" Grant
2011 Recipient

AiCaSD Scholarship Competition
2008 Winner

AiCaSD Merit Award
2008 - 2011 Recipient

AiCaSD Dean's List Recognition
2008 - 2011 Recipient

Beam Global Spirits & Wine
Vision Award 2007 Nominee

Education

Bachelor of Science, Advertising
The Art Institute of California - San Diego
Graduated Summa Cum Laude,
2008 - 2011

Web Development Certificate
Red Rocks Community College - 2016
In progress

Computer Science Courses
College of Lake County - 1998

Affiliations

American Advertising Federation
San Diego AD Club & AD2 SD
The Art Institute of CA -
San Diego AD Club

Lead Junior Designers in project completion focusing on agency guidelines, brand identity, design specifications, while providing creative and project feedback and guidance.

Create and evaluate artwork, fine tune deliverables, understand and execute typography in greatest detail, analyze image resolution, color profiles, and other file specifics for print and digital file production.

Work with and understand web design/development standards, languages and requirements for digital executables. Create banners, web based application design, and other web elements then complete prep and optimize for development.

Engineer, design, and build tangible materials such as hard/soft cover bound books, various packaging, client leave behinds, vinyl applications, screen printed materials, installations, life size characters, and any other products we could dream of, to create the most valuable experience for our clients.

Art Director | Imagine the Good | 7/10-12/13

Ideate and design all print, digital, e-commerce, packaging, and promotional items.

Develop and maintain company e-commerce website, update existing consumer website, produce email blasts and recommend and implement additional marketing and social media capacities.

Propose services and negotiate with vendors for product duplicator/printer, fulfillment companies, payment gateway, merchant account and e-commerce website.

Evaluate business functions in response to ROI, proposing options and services to maximize profits.

Contribute to company financial sales growth of 5,000%+ over the course of 60 days.

Freelance Designer | ViTRO | 7/10-10/10

Clients: Clarisonic, Asics, Pei Wei, Price Pfister, Bolle, Kyocera, Cobra Golf, PF Chang's, and Alaska Communications.

Assist creative team with day to day idea generation and brainstorming for campaign big ideas and other advertising and design elements.

Contribute design for various print and digital media forms.

Advise scenarios and evaluate photography for photo shoots.

Intranet Specialist | Beam Global Spirits & Wine | 6/01-1/10

(Promoted from Information Systems Specialist in 2006)

All facets of work revolved around company brands including Jim Beam, Maker's Mark, Courvoisier, Canadian Club, Sauza, Cruzan, Laphroaig, DeKuyper, Knob Creek, Absolut, and other spirit and wine brands.

Evaluate, design, and maintain corporate communication vehicle to promote communication between departments, file collaboration, corporate training, and align goals within the company.

Develop and manage interactive media such as the virtual library, Portfolio Guide, interactive recipe site, and blogs.

Design graphics for digital and print collateral including booklets, brochures, table tents, recipe cards, technical guides, posters and other media.

Photograph products and conference speakers and edit images for print and web material, conference displays, signage and other future image usage.