

Abigail Ray, M.F.A.

CREATIVE DESIGNER & MARKETING PROFESSIONAL

540.353.5657 | abigail.c.ray@gmail.com | Charleston, SC | LinkedIn.com/abigailray | abigailray.com

Professional Summary

Experienced Creative Marketing Leader with 17+ years of expertise, specializing in visually compelling design to elevate brands. As the Associate Creative Director at gen.video, I lead the creation of captivating marketing collateral for diverse B2B and internal departments. Collaborating with leadership, I ensure project success and bring a proven track record with notable clients such as Coca-Cola Consolidated and The Walt Disney Company. Ready to contribute design expertise, innovation, and collaboration to a dynamic team aiming for impactful brand results.

Areas of Expertise

Professional Skills

UX/UI Design | Graphic Design | Copywriting | Video Editing | SEO Development | Website Design | Podcast Production | Email Marketing | Social Media Marketing | Digital Marketing Contractor/Freelance Management | Budget Management | Photography | Videography Analytics | Set Design | Print Media | Budgeting | Event Planning | Presentation Design

Technical Skills

HubSpot | Shopify | Wix | JotForm | Adobe Creative Suite | Microsoft Office | Spotify Canva | Google Business | Amazon Associates | Amazon Storefronts | Figma | YouTube Vimeo | Apple Podcast | MailChimp | Constant Contact | Wordpress | Monday | Asana AirTable | Riverside.fm | Facebook | Instagram | ChatGPT | ETSY | META Business Suite Google Marketing Platform | Synthesia

Professional Experience

Creative Director, Castle Bound Travel Company | Remote

2022–Present

As contracted Creative Director at Castle Bound Travel Company, I passionately convey Disney's enchantment through captivating marketing campaigns and designs. With a keen eye for creativity and strategic emphasis, I craft unforgettable experiences while ensuring strict adherence to The Walt Disney Company's copyright requirements.

- **Strategic Leadership:** Lead impactful marketing strategies to reflect the brand's essence, ensuring lasting campaign impact.
- **Webmaster Extraordinaire and Creative Collateral Expert:** Designed & developed the company website, internal travel agents portal, training videos and email marketing. Designed Canva templates and print materials for visually stunning collateral, aligning social media assets with branding guidelines.
- **Events Maestro and Visual Storyteller:** Oversaw event planning, ensuring seamless execution within budget. Captured captivating photography and videography, designed compelling graphics, and curated engaging social media content to keep followers enthralled.

Associate Creative Director, gen.video | Remote

2021–2024

As the Associate Creative Director at gen.video, I lead creative design for internal marketing and client projects, overseeing UX & UI design for multiple websites, social media content creation, video production, third-party partnerships, influencer collaboration, and sales collateral design.

- **Proven Versatility:** Successfully developed and executed eye-catching marketing collateral across diverse B2B and internal departments, showcasing a track record of adaptability.
- **Multidisciplinary Expertise:** Adept at wearing many hats, from masterful HubSpot website design to crafting engaging podcasts, producing compelling videos, and designing captivating social media content while managing multiple projects simultaneously.
- **Collaborative Leadership and Communication Excellence:** Valuable asset with a knack for collaboration with leadership teams, effective management of both in-house teams and freelancers, and strong communication skills demonstrated in client presentations and persuasive sales collateral crafting.

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Professional Experience Continued

Art Director, Saatchi & Saatchi X | Columbus, OH 2019-2021

As a former Art Director at Saatchi & Saatchi X, I infused life into diverse internal and promotional marketing projects, leveraging design expertise and art direction skills. My profound understanding of the creative process ensured the consistent production of dynamic point of purchase collateral and videos deeply resonated with our target audience.

- **Compelling Visual Mastery:** Excelled in crafting captivating photography, compelling video content, and designing memorable in-store displays and packaging, always prioritizing client goals and brand identity.
- **Brand Transformation Expert:** Consistently transformed ideas into powerful marketing messages for leading brands, establishing a proven track record of connecting with consumers and making me an invaluable asset to any organization.

Senior Graphic Designer, Kreber Creative | Columbus, OH 2017-2019

As a Senior Designer at Kreber Creative, I partnered with cross-functional teams to execute impactful advertising campaigns for renowned brands like Club Car, Scott's Miracle-Gro, and Hamilton Beach. Proficient in print, digital, and in-store collateral, I consistently achieved project goals within timelines and budgets, showcasing expertise in print catalogs, website design, presentation aesthetics, and video production.

- **Channel Mastery:** Leveraged expertise across diverse marketing channels for a wide-reaching impact, spanning print, digital, and in-store domains. Maintained excellence across all channels to maximize effectiveness.
- **Effective Communication:** Cultivated robust communication channels with clients and internal teams, ensuring smooth project delivery and consistently contributing value to the team's success.

Regional Marketing Manager, Wyndham Worldwide | Hilton Head Island, SC 2016-2017

As Wyndham Worldwide's Regional Marketing Manager, I led impactful local and national campaigns, driving increased bookings and owner partnerships. Collaborating with creative teams, I crafted compelling designs for print, ads, social media, and email, resulting in significant sales growth and elevated brand visibility across multiple locations.

- **Strategic Influence:** As the Marketing Manager for Wyndham Vacation Rentals, Vacation Palm Springs, Hilton Head Island, Charleston's Islands, Gatlinburg & Pigeon Forge, I applied my expertise to deliver successful campaigns that significantly enhanced the brand presence and performance across diverse locations.

Graphic Designer, The Walt Disney Company | Orlando, FL 2015-2016

At The Walt Disney Company, I spearheaded design projects for internal and external communication, maintaining cohesive branding and messaging. My portfolio showcases compelling print collateral, captivating presentation designs, informative social media recaps, website design elements, and enlightening internal training materials during my 6 month temporary assignment.

Education

Savannah College of Art & Design, M.F.A. in Advertising | Savannah, GA 2013-2015

Radford University, B.F.A. in Advertising | Radford, VA 2007-2011