

SIOBHAN HARRIS



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QUALIFICATIONS

Award-winning, versatile creative director with global experience. Strong artistic and typographic skills coupled with the ability to develop innovative ideas. Strong leadership and communications abilities.

PROFESSIONAL EXPERIENCE

W. P. CAREY INC. New York, NY

April 2015-present; May 2010-February 2014

CREATIVE DIRECTOR (Department: Marketing, Investor Relations, Communications)

- Crafted a suite of marketing collateral that created a framework for all of W. P. Carey's client-facing materials, working directly with the Global Head of Sales and members of corporate leadership (CEO, CFO, CMO).
- Refined the brand and visual identity of W. P. Carey Inc., Carey Watermark 2 and Carey Credit Income Fund, developing the brand bible and creating templates to ensure seamless integration among all pieces of collateral; created and defined the brand and visual identity for Carey European Student Housing Fund.
- Developed international advertising campaigns featured in such publications as the Wall Street Journal, Financial Times and New York Times
- Managed the design and development of product websites www.careywatermark.com, www.cpal8global.com and www.careycredit.com
- Managed all staff designers and vendor relationships; worked closely with external vendors, including Odgis + Co and eDynamic.
- Streamlined the email marketing process through the implementation of Eloqua marketing system and its integration into Salesforce, empowering the sales staff to communicate more efficiently with their clients.
- Enhanced the company's online information delivery channels through the introduction of Ceros
- Redefined production processes, increasing both team efficiency and customer satisfaction.

BNY MELLON New York, NY

February 2014-April 2015

ASSOCIATE CREATIVE DIRECTOR (Department: Global Brand, Advertising and Communications)

- Created marketing collateral for both internal and client-facing use, spanning both print (annual reports, invitations, brochures, advertisements, environmental graphics) and digital (websites, mobile applications, email, LED and video displays)
- Managed client relationships for a broad spectrum of internal clients worldwide, including Global Corporate Technology and Investment Management, from project inception through completion.
- Spearheaded the initiative to refine the overall corporate brand, writing the brand bible, synthesizing input from across the company to design flexible templates for global use for all client communications.
- Designed multiple websites in conjunction with the UX department, creating a consistent user experience throughout BNY Mellon's extensive online presence, including its award-winning website, BNYMellon.com.
- Managed photoshoots locally and globally
- Led a team of four designers and multiple freelancers; collaborated frequently with external agencies, including Frog Design, TBWA and IMG Consulting
- Drove initiative to expand digital publishing capabilities, resulting in increased document portability and reduced printing costs

KPMG LLP New York, NY

August 2009-May 2010

GRAPHIC DESIGNER

- Designed and produced suites of marketing materials for multinational financial services firm, including proposals, journal advertisements, brochures, and HTML documents.
- Retouched and maintained the full company library of photographic assets.

DELOITTE TOUCHE TOHMATSU New York, NY

March 2006-August 2009

SENIOR DESIGNER/GLOBAL PHOTOGRAPHY MANAGER (Department: Global Communications)

- Designed publications and promotional materials, including the DTT Global Annual Review, which won a 2009 IABC Gold Quill for design. Also created training materials, brochures, invitations, books, packaging, whitepapers, newspaper advertisements, and presentations.
- Created and managed company websites, including Deloitte's global intranet, recognized by Nielsen Norman Group as one of the world's top intranets in 2009.
- Launched DTT Global Photographers' network, writing reference guides and consulting brand and communications colleagues. Coordinated and managed photo shoots worldwide.
- Managed major global design projects, working closely with printers, artists, fellow designers and other vendors to ensure timely delivery of the highest-quality materials.

MYREGISTRY.COM/

BERKO PRODUCTIONS New York, NY

February 2004-April 2005

GRAPHIC DESIGNER/WEB MANAGER

- Designed products for Berko Productions, including logos and promotional materials for television programs DVD packaging and production press kits, office letterheads; fax sheets and special correspondence cards (such as holiday and 'Thank You' cards).
- Managed and designed the site www.myregistry.com, coordinating an off-site development team; devising marketing strategies; creating all advertising material and banners (print and web); designing HTML emails; and overseeing quality control.

CROWN RELOCATIONS New York, NY

September 2001-February 2004

MARKETING ASSOCIATE: WEB MANAGER

- Redesigned the company's brand identity, including marketing collateral, advertisements and promotional items.
- Managed the redesign of the flagship web sites for the Crown Worldwide Group.
- Created, edited, and administered "The Global Brain," Crown's monthly online newsletter

EDUCATION

NORTHWESTERN UNIVERSITY, Evanston, IL Master's Candidate Fall 2017, Integrated Marketing Communications

COOPER UNION, New York, NY Digital Photography Spring 2007

SCHOOL OF VISUAL ARTS, New York, NY Editorial Design Fall 2006

SARAH LAWRENCE COLLEGE, Bronxville, NY B.A. May 2001

UNIVERSITY OF WESTMINSTER, London, UK Intensive Media Study, Academic year 1999-2000

SKILLS

Photoshop - Illustrator - InDesign - Flash - Dreamweaver - Ceros - ScrollMotion - Acrobat - Quark Xpress - iMovie - AfterEffects - PowerPoint - Word - Excel - Lotus Notes - HTML - PHP - CSS - Eloqua - SiteCore - WordPress - Fluent in both Mac and PC. Intermediate French. Project management and team leadership. Social media.

ADDITIONAL INFO

Authorized to work in both the US and EU. Speaks intermediate French.