

## EXECUTIVE PROFILE

Versatile and savvy creative executive with over 25 years' experience orchestrating high visibility projects. Adept at building teams, resolving conflicts, evaluating metrics and tailoring marketing initiatives to meet changing targets. Able to deliver multimillion-dollar initiatives on-time and on-budget.

### Summary

#### CREATIVE DIRECTION AND DESIGN MANAGEMENT

- Key member of several interactive design teams participating in the complete product life cycles of highly visible websites, mini-sites, portal-based applications, editorial and e-commerce sites. Included UI design.
- Excellence in concept development through top-notch production, across all platforms

#### BRAND MANAGEMENT

- Development of overall brand for several Fortune 500 companies including the overall "voice" and creative vision and strategies through the development of all graphics, videos, and retail touch points. Clients include Victoria's Secret, David's Bridal, Columbia Pictures, and NBC-TV.
- Expert in E-commerce, Portal, and Online Search business generating significant revenues

#### SOCIAL MEDIA and ONLINE MARKETING

- Attuned to and experienced with marketing via mobile technology, social apps, online advertising, games, and viral art

#### VERSATILITY Experienced in a Wide Variety Of Industries - Entertainment through Retail, Corporate and Non-profit

- FILMS: Art direction and design of key art for the movie and television industries including one-sheet posters, media kits, books, billboards, ads, mini-sites, POP, and other collateral
- HOME VIDEO: Design of home video packaging and DVD menus
- MUSIC INDUSTRY: Art direction and design of music cover art and marketing spin-offs, including billboards and POP
- EDITORIAL: Magazine editorial art direction and design, including design and branding of all sales collateral, creative team management, editorial direction, budgeting, scheduling
- TV: Copywriter, art director and producer of TV promotional spots
- ECOMMERCE: Expert in E-commerce, Portal, and Online Search business generating significant revenues
- IN-HOUSE: extremely knowledgeable of printing, marketing, and interactive processes for in-house corporate graphics, retail collateral and signage, as well as youth marketing directives
- SKILLS: Illustration, photography, copywriting, producing, project management

#### TEAM MANAGEMENT

- Leader/Manager of large and small teams of writers, designers, art directors, IT departments in the planning and execution of creative and design initiatives
- Project Manager- planning and reporting, feasibility analysis, project modeling
- Strategic Planner - Able to lead a project from concept to completion; direct original photography and video shoots; lead brainstorming sessions; create and present winning presentations
- Sales - Negotiation and influencing skills, create and present winning presentations Strategic Planner – Able to lead a project from concept to completion; direct original photography and video shoots; lead brainstorming sessions; create and present winning presentations

### Achievements

- Personally converted 75% of prospective clients of ad agency into return clients within first year of employment, an increase of 35% over previous year.
- Gave online presence to several brick and mortar companies, helping them to increase sales by a minimum of 35% in their first year.
- Increased sales revenue in several retail stores up to 150% in one year through development and implementation of marketing initiatives, both print and web and customer service training
- Converted "Screen Actor" magazine from a newsletter format to a collectible coffee-table full color magazine. During the time I was the art director, issues consistently "sold out".
- Re-negotiated contracts with printers, sales force and distributors of "Screen Actor" Magazine to save \$300,000/annually
- Designed and developed marketing strategy for launch of FridayLight.org - a multimedia website and membership-based initiative which gathered over 50,000 new registered users in the first year.
- Designed the user interface for iActor, an online casting site, along with several marketing initiatives securing a user increase of 150% in the first three months.

## JOB HISTORY

### CREATIVE DIRECTOR – Los Angeles

**Motion Picture Association** - October 2007 - July 2009

#### Creative direction of all print, broadcast and interactive initiatives

- Executive Member of Communications staff reporting to Chief Communications Officer
- Created and coordinated all print, web and broadcast initiatives as well as environmental graphics
- Conducted project kick-off meetings and subsequent status meetings with project team and stakeholders, including clients and client representatives and external vendors
- Produced video PSAs and short documentary of the motion picture rating system.
- Trained and supervise assigned staff of freelance art directors, writers, artists, production and other creative personnel
- Managed small to large-scale web-based projects, from inception to completion (creative brainstorm, scope development, wire-framing, design, production, QA, tracking, delivery, review, launch, etc.)

### CREATIVE DIRECTOR

**Screen Actors Guild** – March 2003 – September 2007

#### Creative lead on all print and web design

- Key member of the web team participating in the complete product development lifecycle of several successfully launched web applications
- Director of marketing needs of *iActor*, a new online casting directory for SAG members only collaborating on all marketing needs including the design of the new website
- Creative Director of "Screen Actor" Magazine responsible for undertaking a complete re-design and re-purposing with the intended goal of taking it to from membership based readership to national distribution
- Developed and conducted training in Content Management System to all branch executive staff

### CREATIVE DIRECTOR (Freelance)

**Merrilyn Romen Designs** - Los Angeles – 1997-current (www.mromen.com)

Creative Director of freelance design company specializing in Print and Interactive Design and Development, including motion graphics for film, TV, and the web

- Converted 75% of prospective clients into return clients within one year
- Gave an online presence to several brick and mortar companies and helping them to increase sales by a minimum of 35% in their first year.
- Packaging design, print collateral, TV ads, web sites, and internal and external corporate publications

**CLIENTS:** Toyota, Bridgestone Tires, NBC, CBS, 20th Century Fox, Orion, 20<sup>th</sup> Century Fox, Warner Brothers, Kenny Loggins, Petco, FridayLight.org (Chabad), I Love Bracelets, Girls Intelligence Agency (tween/teen marketing group), Help U-Date, Entertainment Strategies Group, Creative Cuts

### REGIONAL BRAND MARKETING DIRECTOR

**David's Bridal** – Los Angeles 10/1998 – 6/2000

- Managed the creative integrity of all marketing and in-store displays across the western U.S.
- Integrated store's marketing strategies with stores' presentation of merchandise, selection of designs, and design of catalogs
- Helped establish 5 new stores in 1 year and trained personnel to achieve target sales objectives
- Designed and execute fashion shows, radio/TV promotions and managed all visual displays nation-wide

### BRAND/CRM MANAGER

**Victoria's Secret** – Los Angeles - 6/1996 – 10/1998

- Developed in-store seasonal presentations to achieve unity of brand across all areas
- CRM: Interpreted customer preferences, behaviors and characteristics, then developed targeting tools and relevant messaging.
- Coordinated the development and execution of training programs

### CREATIVE DIRECTOR

**Gorcey+Gorcey Advertising** – Boston

- Responsible for all creative efforts and business operations, staffing, account development, establishing subcontractor and supplier networks, strategic planning, fiscal oversight, and management of project lifecycles.
  - Pitched, sold and developed 10 new clients in 2 years and increased company profit margins by 40% within 2 years
  - Created advertising, direct marketing, videos, radio spots, and corporate collateral
- Responsible for all new business presentations, including client meetings and collaboration

### ART DIRECTOR

**"Famliy Life Today"** and **"Parent Magazine"** – Pasadena

### SR. DESIGNER

**Leo Monahan Designs** – Los Angeles

**CLIENTS:** "Architectural Digest", "Bon Appétit", and Disney

### APPRENTICE

Apprentice Photographer for **Henry Wolf** (Esquire and Harper's Bazaar)

### ART DIRECTOR - freelance

**Dancer, Fitzgerald, Sample** - Torrance

**Diener, Hauser, Bates** - L.A.

**B.D. Fox and Friends** - L.A.)

**CLIENTS:** Toyota, Bridgestone Tires, NBC, CBS, 20th Century Fox, Orion, 20<sup>th</sup> Century Fox, Warner Brothers, Kenny Loggins

### ART DIRECTOR AND SR. DESIGNER for COLUMBIA PICTURES

**Wells Rich, Greene** - Los Angeles - 5/1979 – 8/1981

- Designed and implemented complete advertising campaigns for all of Columbia Pictures' new releases including one-sheet posters, media kits, books, billboards, ad formats and other collateral
  - Art directed Max Factor print ads
  - Trained and managed a large team of production artists, designers, illustrators and photographers
- CLIENTS:** Max Factor and Columbia Pictures

## SR. DESIGNER

**Album Graphics, Inc.** - Los Angeles - 6/1977-5-1979

**CLIENTS:** Warner Brothers Records, A&M Records, Columbia Records, MCA, Capitol, RCA, CBS, Elektra, Heart, Van Morrison, George Benson, Bootsie Collins, Marie Osmond, Donny Osmond

## TEACHING EXPERIENCE

**The Multimedia Institute** – Los Angeles - Faculty – Interactive Media Department

- Developed curriculum integrating classical design theory with digital media development
- Instructor of "Information Architecture", "Typography", "Project Management & Design"

**The Learning Tree University** – Chatsworth - Faculty - Interactive Media Department

- Instructor of "Information Architecture", "Intermediate Web Design" and "Advanced Web Design", "Web Project Management", "Illustrator and Web Design", "Advanced Photoshop"

**California State University** - Northridge - Faculty – Interactive Media Department

Interactive Media Dept. –Instructor of Advanced Web Design

Graphic Design Dept. – Instructor of Graphic Design and Advertising Design

"Commercial Art Tour of New York" – Planned, organized and led tour featuring visits with Milton Glaser/Push Pin Studios, NBC-TV, ad agencies, fashion photographers, stylists, logo designers illustrators, and various museums

**UCLA** - Visiting Professor – Instructor of "The Art of Album Cover Design" and "Entertainment Graphics"

## EDUCATION

**Northwestern University** Evanston, IL - Dean's List

Field of Study: Communication Arts with Emphasis: Radio-TV-Film / Minor: Sociology of Mass Media

**University of Wisconsin/ Madison** - Bachelor of Arts

Graduated Dean's List - Summa Cum Laude

Field of Study: Communication Arts / Minor: Sociology of Mass Media

**UCLA**

Field of Study: Advanced Interactive Media and Motion Graphics

**Academy of Entertainment and Technology**

Field of Study: Advanced Interactive Media and Motion Graphics

## REFERENCES (contact information available upon request)

**Seth Oster** Executive Vice-President and Chief Communications Officer for the Motion Picture Association

**Pamela Greenwalt** Screen Actors Guild, Executive Director of Communications, Screen Actors Guild

**Michael McNulty**, Vice-President, Digital Entertainment, Edelman PR

**David White**, DNED (CEO), Screen Actors Guild

**Randy Fields**, Formerly CEO, Mrs. Fields Cookies and currently CEO, Park City Group

**Colette Brooks**, CEO, Big Imagination Group

## RECOMMENDATIONS FROM COLLEAGUES

"Rarely do you meet someone who is both a creative genius and also understands the demands of deadlines and other boring stuff we stogy business folks like to call, "the real world." Merrilyn deftly straddles both worlds -- and in so doing, brings a greater understanding to each. If you're looking for someone who is artistically brilliant but easy to work with, I would highly recommend Merrilyn Romen."

– Robert Bauer, *Director of Strategic Planning, Motion Picture Association (colleague)*

"Merrilyn is, quite simply, one of the most talented artists I've worked with over the course of my nearly 20-year career. I have managed her twice within the creative community -- at the Motion Picture Association of America, where she dealt directly with the creative needs of the six major motion pictures studios, and at the Screen Actors Guild, the leading entertainment union in the world. In addition to her fundamental and broad talents, Merrilyn is innovative, cutting-edge and never stops thinking about the new creative possibilities presented by every project and blank canvass. She's also a great team member. In addition to proposing and creating, she always asks the right questions about the business needs involved with every effort, and she finds ways to be artistic while serving the bottom line business need of the organization. From a creative standpoint, there is nothing she cannot accomplish. Finally, Merrilyn is a true pleasure as a colleague. Her personality -- which is consistently upbeat and "can-do" -- is a daily uplift to the the morale and spirits of her colleagues. She takes her work seriously, but serves as a gentle reminder that life should not always be approached as seriously. In short, I recommend Merrilyn Romen highly -- and without reservation."

– Seth Oster, *Executive V.P. and Chief Communications Officer, The Motion Picture Association of America (MPAA) (supervisor)*

"I had the pleasure of working with Merrilyn when she was the creative director/web designer at the Motion Picture Association. Merrilyn is an extremely talented individual with a positive attitude and an excellent work ethic. She is excellent at thinking of creative ways of conveying information so that it has the greatest impact on its intended audience. She approaches her work with enthusiasm, inquisitiveness, a sense of collegiality, and with no preconceptions, which means that her work product often seems fresh and new. I highly recommend Merrilyn."

– John Malcolm , *EVP & Director, Worldwide Anti-Piracy Operations , Motion Picture Association of America*

"I worked with (and managed) Merrilyn for approximately two years at Screen Actors Guild. I am hard-pressed to name a more dedicated, enthusiastic and creative individual. She will not stop until the job is done right. Her eye for detail, along with an amazing range of artistic talent across all media, helped me achieve my department's goals on a daily basis. Likewise, I found she is a strong leader herself. She managed numerous individuals and deadline-based projects with efficiency and skill. She is warm, friendly and possesses a wonderful sense of humor. I highly recommend Merrilyn."

– Michael McNulty , *National Director of Communications , Screen Actors Guild*

"I can easily recommend Merrilyn for any job or project related to graphic design or creative campaigning based on my time collaborating with her in support of communications objectives at Screen Actors Guild. She has an amazing work ethic and hasn't stopped learning or trying new approaches just because she has years of experience behind her. Her best work is always what's at hand." – Eric Williamson , *Editorial Associate/Senior Writer , Screen Actors Guild*

"Merrilyn's one of the best designers and creative directors in town, and boasts an impressive work ethic to boot. Even better, she's no-nonsense in her approach, and doesn't suffer fools gladly ;-). She's a blast to work with, and I'd recommend her in a heartbeat. All of our projects have succeeded our expectations because of her work."

Top qualities: Great Results, High Integrity, Creative

– Kimberly King-Burns (*client*)

"Merrilyn is a dedicated and talented creative professional. We worked on a number of campaigns together that were successful because of her creative input and strong vision. I look forward to working with her again in the future as a vendor or colleague."

– Steve Graham, *Director of Online Casting, iActor*