

Merrilyn { Romen

Creativity + Business Acumen

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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 of Skills

- Creative Direction and Design Management
- Key member of interactive design teams participating in the complete product lifecycle of several successfully launched websites, web portal-based applications and e-commerce sites
- Directed and designed key art for the movie industry
- Directed and designed album cover art and marketing spin-offs including environmental graphics
- Wrote, directed and produced tv promotional spots
- Strategic Planning Able to lead a project from concept to completion; direct original photography and video shoots; lead brainstorming sessions; create and present winning presentations
- Experienced in an E-commerce, Portal, ISP or Online Search business with significant revenues
- Sales – Negotiation and influencing skills, create and present winning presentations
- Project Management – planning and reporting, feasibility analysis, project modeling
- Cross-functional teambuilding

JOB HISTORY

CREATIVE DIRECTOR – Los Angeles

Motion Picture Association - October 2007 - current

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
- 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.)
- Conducted project kick-off meetings and subsequent status meetings with project team and stakeholders, including clients and client representatives and external vendors

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: Girls Intelligence Agency, FridayLight.org, Pet Crew packaging, Entertainment Strategies Group

REGIONAL BRAND MARKETING DIRECTOR

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

- Helped establish 5 new stores in 1 year and trained personnel to achieve target sales objectives
- Integrated store's marketing strategies with stores' presentation of merchandise, selection of designs, and design of seasonal catalogs
- 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

- CRM: Interpreted customer preferences, behaviors and characteristics, then developed targeting tools and relevant messaging to speak directly to customer needs and wants.
- Developed seasonal presentations used to align teams and achieve unity of brand across all areas.
- 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

SR. DESIGNER

Leo Monahan Designs – Los Angeles

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

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, 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

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

TEACHING EXPERIENCE

The Multimedia Institute - Faculty – Interactive Media Department

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

The Learning Tree University – Faculty - Interactive Media Department

California State University Northridge - Faculty – Interactive Media Department

Interactive Media Dept. –Taught Advanced Web Design

Graphic Design Dept. – Taught Graphic Design and Advertising Design

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

UCLA - Visiting Professor

Taught "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, Formerly National Communications Director, Screen Actors Guild

Vice-President, Digital Entertainment, Edelman PR

David White, DNED (CEO), Screen Actors Guild

Randy Fields, Formerly CEO, Mrs. Fields Cookies

CEO, Park City Group

Colette Brooks, CEO, Big Imagination Group