



SUMMER SWIFT

• CREATIVE DIRECTOR •

PROFILE

As a creative director, I design solutions to problems using a skillset that is constantly evolving. I can conceive, develop and implement digital and tangible collateral that elicits a targeted response while maintaining a cohesive brand. I have expertly built and implemented dynamic branding firsthand that utilizes all creative outlets to strategize a plan for growth. With a wide range of healthcare clients in my portfolio, I have an understanding of the specific challenges to meet quality and cost demands while remaining competitive. I am experienced in developing solutions that target prospective patients, build and retain referring relationships, and evaluate patient data within the constraints of HIPAA compliance.

EDUCATION

Sinclair Community College ————— 2010 - 2011
Website Development

The Modern College of Design ————— 2004 - 2006
(Formerly, The School of Advertising Art)
Advertising Art and Applied Business

WORK EXPERIENCE

Creative Director ————— 2008 - Present
ClearLogic Corporation

Developed a unifying branding system to solidify a merger and build growth. Built and implemented a marketing plan for client reach. Managed ongoing collateral and overall image. Introduced, implement and trained product recognition techniques. Designed ProPoint Managed Technology brand.

Freelance Marketing Advisor / Designer ————— 2012 - 2019
Baer Fitness & Nutrition

Refresh, update and develop existing brand. Digitally implement, manage and distribute marketing materials.

Creative Development ————— 2011 - Present
Edison Lightworks

Initiate, develop, and manage simple to complex marketing plans based on client specifications for multiple entities. SEO and social media management; branding management and collateral; website development, management and maintenance.

Graphic Designer ————— 2007
Ghent Manufacturing

Product Catalog Design and Organization.

Production Artist ————— 2006

Ally Cat Designs

Conceptualize and Design Customer Ideas.

SKILLS

Brand Development	●●●●●●●●
Communication	●●●●●●●●
Organization	●●●●●●●●
Strategic Marketing	●●●●●●○
Event Planning	●●●●●○○
Big Picture Planning	●●●●●○○
Graphic Design	●●●●●●●●
Web Development	●●●●●○○
Video Editing	●●●○○○○

Adobe Creative Suite	●●●●●●●●
Microsoft Office	●●●●●●○
HTML/CSS	●●●●●●●●
PHP	●●○○○○○
SEO	●●●●○○○

CONTACT

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