

KATE SAVAGE

CREATIVE DIRECTOR

KATE COCHRANE SAVAGE

katesavagecreative.com

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Northbrook, IL

SUMMARY:

Hands-on creative director and marketing professional with an eye for design, a passion for writing punchy copy and a strong understanding of customer engagement. Has the strategic backbone to create effective marketing that stands out and moves people. A design nerd to the core and a master with typography, layout, color theory and Adobe Creative Suite. 15 years of experience in B2C and B2B marketing, digital, social, direct, UX, sales promotion and packaging. 10+ years leading campaigns and managing client relationships. Proven expertise in project management and cross-functional collaboration, demonstrated by successfully overseeing diverse teams. Client whisperer with strong presentation skills. Expertise in various design, development and collaboration platforms. Keeps up with the latest tools and industry developments including generative AI. Leadership, teamwork and time management skills set at level "Mom".

PROFESSIONAL EXPERIENCE:

THE MILLER GROUP Los Angeles, CA millergroupmarketing.com

Creative Director 2013 – 2024

Marketing and advertising company specializing in new product launches and brand revitalization

Leads creative strategy and campaign development for all accounts. Oversees creative team with a hands-on approach. Partners with agency executive team on new business and creative presentations.

Clients: simplehuman, Wolf, PreZero, Pocky, The Music Center, Dunn Edwards, Centra Credit Union, Salvation Army, Goodwill

MOCEAN Los Angeles, CA moceanla.com

Art Director 2012 – 2013

Media marketing and ad agency specializing in motion picture advertising and consumer brands

Partnered with creative team to concept, design and produce video, print and digital media within consumer brands division. Presented to clients alongside creative director, including new business.

Clients: Samuel Adams, Nabi, bareMinerals, Disney, Stand Up to Cancer, SBE Entertainment Group, SLS Hotels, Mouawad Jewelry

SIMPLE TRUTH Chicago, IL yoursimpletruth.com

Designer 2008 – 2010

Creative branding and marketing communications agency

Worked with creative director and senior designers to concept, create and produce brand identity and guidelines for external and internal communications and collateral.

Clients: United Airlines, Cardinal Health, Sunrise Senior Living, St. Scholastica Academy

EDUCATION:

THE CREATIVE CIRCUS - Art Direction 2012 Atlanta, GA

Accredited portfolio school specializing in graduate-level art direction, design, copywriting, UX & photography

THE UNIVERSITY OF MISSOURI - Bachelor of Journalism 2008 Columbia, MO

Majored in Strategic Communications/Advertising, minor in Graphic Design

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO - Early College Program 2004 Chicago, IL

Studied 2D & 3D studio drawing, illustration and graphic design