

CONTACT

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SKILLS

- Creative direction
- Photo and video direction
- Creative project management
- Mentoring and skill training
- Studio management
- Omni-channel marketing
- Ecommerce and print design
- Packaging design
- Photo retouching
- Brand management
- Workflow optimization
- Shopify
- Adobe Creative Suite
- Figma
- Blender
- Asana

EDUCATION

University of Iowa

BA in Journalism and Mass
Communication

BFA Fine Arts

University of Iowa

CAREER SUMMARY

Creative leader with a strong track record in visual storytelling and strategic marketing for omni-channel retail and B2B brands. Looking to bring my experience to a role focused on elevating brand strategy and driving impactful creative work.

EXPERIENCE

HAMMACHER SCHLEMMER, Chicago, IL
Senior Art Director

3/2006 to 12/2025

Led internal creative art team for direct-to-consumer omnichannel marketer.

- Oversaw all creative creation for web and print content, generating \$122M in annual sales through strategic execution of photography, design, and video assets.
- Led the development of 19 annual marketing campaigns, including catalogs (72–124 pages) showcasing 35–150 new items, consistently meeting all deadlines without exception.
- Achieved significant cost savings by building an in-house studio, including equipment purchasing, tabletop set design, team training, and ongoing operations oversight.
- Maintained flat photography and video production costs for 19 years by strategically negotiating vendor contracts and fostering long-term partnerships.
- Produced photography and video content for 1,200 new items annually by directing external studio shoots and executing in-house productions—delivering high-quality assets within tight budget constraints.
- Delivered \$500K in annual savings by transitioning all creative production in-house—leading team training, mentoring talent, and streamlining workflows through digital asset management systems.
- Directed large-scale photo shoots by collaborating with studio producers to design and approve custom sets, crafting detailed shot lists, guiding styling teams and photographers, and ensuring final imagery met brand standards.
- Defined and upheld brand standards across all consumer touchpoints, ensuring consistency across sales channels, packaging, and social media.
- Mentored and developed staff, driving multiple junior promotions, maintaining the lowest turnover company-wide, and delivering significant cost savings through a highly skilled, well-trained team.

Sunstone, Inc, Morton Grove, IL
Graphic Design Manager

3/2001 to 3/2006

Led in-house creative team to support fashion jewelry sales direct to consumers and to mass retail channels.

- Led creative team efforts that contributed to earning Walmart Vendor of the Year for four consecutive years—designing planograms, store signage, packaging, and advertising photography.
- Partnered with a cross-functional team to launch direct-to-consumer sales, leading the development and design of an e-commerce site, targeted email marketing program, and direct mail print campaigns. Delivered cohesive marketing assets that elevated brand visibility and drove consumer engagement.
- Designed and merchandised trend-forward displays and signage in the company's Manhattan showroom for New York fashion markets, promoting company jewelry to mass and bridge retailers.

Experience continues on page 2

Eward Don & Company, Woodridge, IL
Graphic Design Manager

3/2001 to 3/2001

Led the development of visual content that drove sales in hospitality and healthcare markets

- Directed high-volume product photography for 20,000 SKUs lacking imagery, completing e-commerce launch within a 3-month timeline and strict \$5-per-image budget.
- Helped bring catalog production in-house and implemented a digital asset management system, enabling a four-person team to produce a 300-page annual catalog and monthly 80-page supplements—saving significant outsourcing costs.

Moraine Valley Community College, Palos Heights, IL
Adjunct Professor

8/2002 to Present

Teach graphic design courses that prepare students for careers in the creative industry by building practical skills, industry knowledge, and portfolio-ready work.

- Developed and implemented a skills-based curriculum to guide students toward competency in program usage through structured learning and hands-on practice.
- Consistently received positive feedback on student surveys, reflecting strong instructional quality and learner engagement.