

Sarah O'Brien

Director of Brand Marketing & Creative

Remote, USA



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What Will I Contribute?

Keen eye for detail and creative talent leveraged to deliver brand marketing that evolves brands to the next level. Ability to partner cross-functionally to build consensus, establish processes, and manage people and projects to deliver effective and efficient solutions.

Strengths

- Brand Development and Growth Strategy
- Building Cohesive Brand Identity
- Data-Driven Integrated Marketing
- Full Life Cycle Project Management
- Graphic Design with a Clean Aesthetic
- Highly Proficient in Adobe CC
- Hiring and Advancing Creative Talent
- Collaboration and Communication

Professional Experience

Majestic Resorts – Punta Cana, La Altagracia, Dominican Republic / Remote, USA

Director of Brand Marketing & Creative, 8/2019 to Present

Provide expertise in brand development and identity to support the growth of the corporate brand and to establish resort brands and sub-brands as the company expands into a second travel destination. Align the brand in resort operations and sales and marketing.

Responsible for brand management at each resort, and equally, brand marketing to promote the brand and generate engagement through content, website strategy and user experience, email campaigns, digital marketing, social media, communications and public relations, and the integration of partners into direct channels.

Key Achievements:

- Established a modern, and scalable **brand evolution** on property and online.
- Led from initiation through post-launch the integration of a **packagebookingengine** powered by Priceline® on the direct website.
- Increased Instagram following by 191% by implementing user-driven content and influencer marketing.
- Doubled direct website revenue and traffic in Q1 2021 over Q1 2019.

Independent Contracts – Punta Cana, La Altagracia, Dominican Republic

Freelance Creative Director and Content Strategist, 5/2018 to 8/2019

Efficiently led and collaborated with clients on creative design projects in support of brand development and marketing. Assess market position and trends to develop original solutions with a high visual impact.

Clients included: AMResorts Dominican Republic, La Cava Kitchen & Bar

Key Achievements:

- Positioned AMResorts in the local market through transit advertising design.
- **Refreshed the brand experience of La Cava Kitchen & Bar**, including the visual experience at the restaurant and social media marketing.

AMResorts – Newtown Square, Pennsylvania, USA

Creative Services Director / Creative Services Manager / Senior Graphic Designer / Graphic Designer, 2/2011 to 4/2018

Cultivated the creative strategy and a high-level workflow to establish strategic brand value. Found areas of opportunity to accelerate the company's output of innovative and cutting-edge creative. Pitched and delivered creative solutions to the executive team and key audiences.

Filled personnel gaps within the organization, i.e. digital transformation, content strategy, presentation design.

Key Achievements:

- Successfully **initiated the re-platform of 56+ websites** in Adobe Experience Manager to accelerate website performance metrics and website uptime.
- Established and led an effective 19-person creative team both on-site and remotely.
- **Launched a new resort brand** and repositioned the brand identity of three existing resort brands including Zoëtry Wellness Spas & Resorts, Now Resorts & Spas, and **Sunscape Resorts & Spas**.
- Developed the company's first email QA process and checklist to improve accuracy by 85%. **Implemented the first project management system** for the company to improve efficiency by 11%.
- Launched award-winning brand campaigns including **I Am Now** and **Secrets to Romance**.

McNeill Media Group – Morrisville, Pennsylvania, USA

Junior Graphic Designer, 6/2010 to 2/2011

Assisted, rendered, and expanded magazine page design and layout to develop a cohesive brand identity to meet external client requirements and deadlines.

Collaborated with the editorial team to author content. Prepared files for print production including final QA.

Key Achievements:

- Supported the implementation of the **first online presence for LodgingMagazine.com**.
- Introduced the ability to deliver online display banner creative to clients for the company.

Education

Bachelor of Fine Arts in Communication Design

Kutztown University, Kutztown, Pennsylvania

May 2010



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