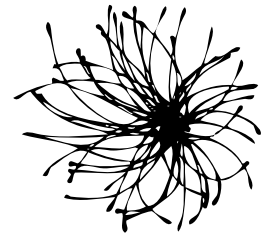


# JAYNE GAUTHIER

Seattle, WA | 480-278-2111 | JayneMGauthier@gmail.com | Jayne-G.com | LinkedIn



## CREATIVE DIRECTOR | CREATIVE & BRAND LEADERSHIP

Creative Director with 19+ years of experience leading brand and integrated work across B2B and B2C organizations in agency and in-house environments. I lead brand and creative direction that elevates how companies show up, translating complex ideas into clear, compelling, and scalable brand experiences that connect with people and drive results.

Experienced partnering with product marketing, digital, and channel teams to deliver cohesive brand experiences across web, campaigns, trade shows, and sales enablement, with a focus on scalable systems and operational clarity.

## CORE EXPERTISE

Creative Direction | Brand Development and Evolution | Creative Operations | Cross-Functional Collaboration  
Audience-Centered Creative | Sales and Field Marketing Support | Campaign Leadership | Team Mentorship | Agency Partnership

## PROFESSIONAL EXPERIENCE

**PROMETHEAN | Global Education and Workplace Technology Company — Seattle, WA (Remote)**  
Creative Director | Jan 2022 – Oct 2025

Led the in-house creative team supporting global marketing initiatives across web, campaigns, trade shows, and sales enablement.

- Strengthened brand consistency and governance across digital, campaign, and sales materials, elevating brand clarity across global touchpoints.
- Partnered cross-functionally with Product Marketing, Digital, and Channel teams to translate complex offerings into clear, compelling brand narratives.
- Contributed to the transition from Promethean to Mynd.ai, supporting updates to the website and visual identity during corporate restructuring and brand evolution.
- Collaborated with Brand Project Management to refine intake processes and optimize creative workflows, improving efficiency, alignment, and speed to market.
- Established design review processes to improve quality and reduce rework.
- Provided creative direction and mentorship to an established multidisciplinary team.
- Directed global campaigns exceeding 5% CTR, with conversion rates surpassing 4.6%.
- Explored AI-assisted concept development and creative workflows to accelerate ideation and improve campaign scalability.

**GAUTHIER CREATIVE STUDIO — Seattle, WA (Remote)**  
Founder & Creative Director | Mar 2017 – Jan 2022

Led and partnered with clients across the Seattle area to develop impactful digital and print campaigns through creative ideation, concept development, branding, and design.



- Developed brand identities, websites, brochures, and signage for regional businesses and startups, ensuring consistent storytelling across channels.
- Directed photo and video shoots; collaborated with copywriters and videographers to align visual execution with messaging strategy.
- Managed full project lifecycles including strategy, scoping, budgets, timelines, and execution.
- Built trusted client relationships through clear communication and reliable delivery.

Clients included Tacoma Land Fund, RAIN Incubator, Pow-r.me, Gigi Pop, Cuddy Mountain Ranches, Merrill Gardens, and Commencement Bay Development.

### **RUSTY GEORGE CREATIVE — Tacoma, WA**

Creative Director | Jun 2016 – Mar 2017

Led creative department for integrated branding and advertising agency serving B2B and B2C clients.

- Conducted structured critiques and provided actionable feedback to elevate craft and consistency.
- Managed multidisciplinary teams across print, digital, UX, UI, and motion; partnered with strategy and media teams to align creative with campaign performance goals.
- Directed resourcing, timelines, and execution across concurrent initiatives.

### **I.C.E. INTERNATIONAL CRUISE & EXCURSIONS — Scottsdale, AZ**

Creative Director | Feb 2015 – Oct 2015

Reorganized and led a 7-person creative department for a \$700M global travel and leisure organization supporting 100+ brands.

- Directed integrated campaigns across digital, print, and experiential channels.
- Strengthened creative operations and cross-functional collaboration to improve efficiency and alignment with business objectives.

### **VISIT GLENDALE & MARKETING — Glendale, AZ**

Creative Director | March 2006 – Feb 2015

Led award-winning creative department for citywide tourism and marketing organization.

- Rebranded Historic Downtown Glendale, increasing visitation by 100,000+ in the first year.
- Directed campaigns supporting major national events including Super Bowl and MLB Spring Training.
- Built scalable brand frameworks supporting sustained tourism growth.

## **TOOLS & PLATFORMS**

Adobe Creative Suite | Figma | Adobe XD | Adobe Firefly | ChatGPT | AI-Assisted Concept Development and Creative Strategy

## **CERTIFICATE**

Google UX Design | Coursera | 2021

## **EDUCATION**

Associate of Applied Arts, Visual Communications | The Art Institute of Seattle

