

Jayne Gauthier

Creative Director & Brand Leader

Seattle, WA • JayneMGauthier@gmail.com • LinkedIn.com/in/jaynegauthier • Jayne-G.com

EXPERIENCE

Hands-on Creative Director and team leader with 17+ years of experience guiding global brands, inspiring collaboration, and delivering award-winning creative and measurable results across campaigns, video, and design.

Promethean, Inc

Creative Director

January 2022 - Oct 2025 • Seattle, WA (remote)

Promethean is a global leader in interactive technology, providing award-winning hardware and software solutions used in over one million learning, training, and workplace environments across 126 countries.

Led Promethean's global in-house brand creative team and partnered with more than 50 cross-functional collaborators worldwide to create branded materials and global campaigns spanning print, digital, social, video, and tradeshow. Ensured creative alignment and brand consistency across all channels while launching six major product and software campaigns that strengthened Promethean's global brand presence and earned industry recognition.

Key Achievements

- Directed six major global campaigns, including Retargeting (4.26% CTR; top ads reached 20%; 2% CVR) and Rethink the Ordinary (5% CTR; 4.6% CVR), elevating Promethean's digital engagement and conversion performance.
- Collaborated with cross-functional teams to launch the Promethean brand on Amazon, expanding from 3 to 30+ SKUs and generating over \$650K in sales within 10 months on a brand-new e-commerce channel.
- Developed the higher education video with the senior editor, earning a Bronze Telly Award for Branded Content; oversaw creative concept, voiceover, visuals, and production.
- Directed the Explain Everything SaaS campaign, a social-first initiative targeting K-12 educators that achieved 5,000+ clicks in its first month, becoming the company's highest-performing social initiative, delivered with minimal paid media and a highly creative approach.

Gauthier Creative Studio

Creative Director • Brand Consultant

March 2017 - January 2022 • Seattle, WA (Remote)

Partnered with clients across the Seattle area to build impactful digital and print campaigns through creative ideation, concept development, branding, and design. Delivered cohesive, high-impact brand experiences that elevated visibility and engagement.

Key Achievements

- Developed brand identities, websites, brochures, and signage for regional businesses and startups, ensuring consistent storytelling across all media.
- Directed photo and video shoots and collaborated with copywriters and videographers to align creative and messaging.
- Managed full project lifecycles including strategy, budgets, timelines, and execution, delivering exceptional quality and results.

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

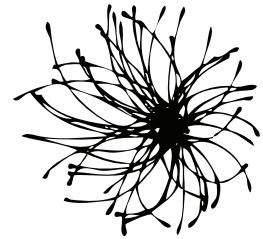
Rusty George Creative

Creative Director

June 2016 - March 2017 (*Laid-off due to the agency having financial issues*)

Head of the creative department for a full-service branding and advertising agency. Oversaw concept development, design direction, and cross-team collaboration on strategic initiatives for a diverse mix of B2B and B2C clients.

Breathe.
Create. Release.



Key Achievements

- Managed a multidisciplinary team of print, digital, UX, and UI designers while mentoring partner teams across branding, web, illustration, and video.
- Hired and directed external vendors for television commercials, design, illustration, and copywriting projects.
- Partnered with media buyers to align creative execution with campaign objectives across multiple channels.
- Guided teams in producing promotional materials, digital campaigns, direct marketing, concept pitches, and broadcast content.

Clients included ACU (America's Credit Union), Korum Ford, TrueBlue, Harborstone Credit Union, Be Healthy Be Happy, Castohn, Jewish Federation of Greater Seattle, Rainbow Ranch Lodge, and Miles Sand & Gravel.

I.C.E International Cruise & Excursions

Creative Director

February 2015 - Oct 2015 • Scottsdale, AZ *(Departed the company following a relocation to Seattle)*

Hired to lead and reorganize a 7+ person creative department for a \$700M global travel and leisure company supporting over 100 brands worldwide. Focused on rebuilding team structure, improving efficiency, and elevating creative collaboration with internal partners and executive leadership.

Key Achievements

- Directed creative strategy and execution for regional, national, and international integrated marketing campaigns across digital, print, and experiential channels.
- Partnered with executive management to align campaign strategy, execution, and delivery with corporate goals and client expectations.
- Oversaw e-commerce and retail creative for luxury, consumer-facing travel brands.

Clients included American Express, Royal Caribbean, Westgate Resorts, Grand Solmar Resort & Spa, DirectBuy, and Sears Vacations.

Visit Glendale & Marketing for the City of Glendale, AZ

Creative Director

March 2006 - February 2015 • Glendale, AZ

Led Glendale's award-winning creative department, transforming a 14-city region into a major tourism and sports destination hosting two Super Bowls, the Fiesta Bowl, and Spring Training.

- Created "Glendale's Got Game" and "A to Z" tourism campaigns, significantly boosting visibility and visitor growth.
- Launched "Off the Charts" campaign that increased hotel bookings by 17% (goal: 3%).
- Rebranded Historic Downtown Glendale, increasing visitation by 100K+ in the first year.

Martz Agency

Senior Art Director

Sept 2001 - June 2005 • Scottsdale, AZ

Developed creative for high-end hospitality, real estate, and retail brands including InterContinental Montelucia, Sanctuary Resort, and Barrett-Jackson.

TOOLS OF MY TRADE

Adobe Creative Suite • InDesign • Photoshop • Illustrator • Adobe XD • Figma

CERTIFICATION

Google UX Design • October 2021

EDUCATION

Associate of Applied Arts, Visual Communications

The Art Institute of Seattle — Seattle, WA