SANDRINE STIEVENARD

Creative Director Graphic Design, Print, Packaging, Event, Ads, Marketing and Web/UI
650 921 3078 • sandrine-arts.com • contact@sandrine-arts.com

March 2016 - Current

Director, Digital and Print Marketing VIP Petcare

Manage company branding for both VIP Petcare and PetVet, including: design, websites, emails, collateral, POS, marketing campaigns, SEM ads, SEO, emails and third party supervision.
Managed and implemented the redesign of VIP Petcare and PetVet corporate websites, including all site development, site-mapping, storyboarding, design, SEO, campaign landing pages and production.
Manage creative team of 3 in house employees. Also manage a network of contract designers, printers, production vendors, shipping and fulfilment companies, television producers and videographers.
Responsible for management and distribution of POS inventory working closely with field operations organization nationwide.
Manage an annual budget of $700,000.

Sr. Manager, Creative Services MarketLive, Inc

Feb 2012 - 2016

Managed and implemented the redesign of MarketLive's corporate website, including all site development, site-mapping, storyboarding, design, SEO and production.
Manages company branding including: design, website, email, collateral, tradeshow booth (POS), marketing campaigns, ads, emails and third party supervision.
Customer Summit event planning, design (signage, website, collateral) and on-site supervision.

Jul 2009 - 2012

UI/UX Senior Designer FixYa

Designed the UI for various sections of FixYa's website from the Homepage to the members' Portal improving UI and UX for both customers and members.
Worked closely with Marketing department, emplemented customer facing ads.

Marketing Graphics Manager K/P Corporation - Raine Media

Oct 2005 - 2009

Contributed actively to the concept creation and UI of new products and online services.
Directed a team of freelance designers and supervised production teams responsible for marketing campaigns and brand continuity.
Designed marketing campaigns from concept to launch.
Created and managed K/P Corporation, and Raine Media, collateral material, Marketing campaigns assets and websites - won an IAM award for the K/P Corporation website.

1995 - 2005

Senior Designer Imagine That Design Studio, San Francisco, CA
Web Designer Design Matters, San Carlos, CA
Art Director CB'a, Paris, France
Senior Designer Groupe Extreme, Paris, France
Junior Designer Landor Associates, Paris, France

TESTIMONIALS

linkedin.com/in/sandrinestievenard

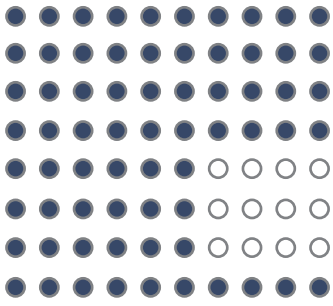
Paige Mazzoni
Chief Marketing Officer - VIP Petcare

Sandrine is a truly skilled and dedicated designer and marketer. She is a team player, and is always willing to jump in and help. She has great business acumen and provides valuable input and thought on a wide range of marketing topics. The "meets" on knowledge of her role below has more to do with the new things she could learn in what I consider her more senior level in the last year. She has mastered completely the role for which she was originally hired. Sandrine is a true contributor to the marketing team and brings a great deal of value to us.

Renee Gangnath
Creative Director, Client Services - MarketLive

Sandrine is a very talented graphic designer. It is very rare to find a person so artistically talented and yet able to communicate effectively in a business and marketing geared environment. Sandrine understands MarketLive's needs and is able to visually communicate our brand statement in all aspects from creating illustrations to designing our marketing collateral. Sandrine is such a pleasure to work with and just an overall wonderful person.

SKILLS & INTERESTS



Founder

SandrineCoaching.com

Zecowz.com

MarketLive, Kibo, Chevron, VIP Petcare, VetIQ Petcare, PetVet, L'Oréal, Dior, Bic, Colgate Group, Kronenbourg Group, Proctor and Gamble, Evian, Dannon/Danone Group, Pelino & Lentz, World Affairs Council, Sakura, Canvas Concepts, Airgas, Hoefer & Arnet, Bridge Bank, Cora & Stock Supermarkets chain, La Française des Jeux (The French National Lottery), K/P Corporation, SP Métal (top plastics manufacturer), Belin, LU, FixYa, Tango Diva, Dr. Olga.