



the intersection
of creative
and strategy

KRISTIN BAXTER

Creative Director

20 year career of professional design experience:

Excelling in; brand development, corporate design, marketing strategies, event development and experiential design.

Encompassing various markets, specifically; hospitality, non-profit, security, retail, financial, entertainment, product, and business solutions.

Managing diverse personalities in a deadline driven environment while mentoring individual employee career development, all within budget.

CONTACT

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 in/kristinbaxter

SKILLS

creative direction
marketing
leadership
problem solving
brand development
collaboration
strategy

INTERESTS

running/fitness
the outdoors
art & history
science museums
travel & culture

EDUCATION

Texas Christian University
BFA Magna Cum Laude
in Graphic Design

EXPERIENCE

Director of Marketing & Creative Strategy e3 Partners, Plano, TX April 2016 - present

Marketing strategy development for the purpose of revenue and ministry growth, managing the e3 Partners brand, coordinating marketing, creative, and communications projects from concept to completion and translating marketing objectives into creative strategies. Delivering solid solutions that help our clients attain their marketing and communications objectives, my role keeps the organization moving forward. *skills focus: strategic marketing planning, multi-department management, budget planning and management, partner development*

Creative Director e3 Partners / I Am Second®, Plano, TX Jan.2010 - April 2016

Ensured that the creative function operates in an efficient, profitable manner, to effectively build and manage the department's budget, to ensure that our creative product remains leading edge and ahead of our competition, to uphold the high quality of creative and production. A leader on the Marketing team ensuring unified marketing/concept/design and interactive/web/video/motion graphics for e3 Partners and I Am Second. *skills focus: creative direction, strategic planning, branded event & experience execution, department management.*

Creative Director/Owner Onefish Design, Plano, TX Dec. 2004 - present

Creative execution of B2B and B2C campaigns across multiple channels. Comprehensive brand development for stronger positioning in marketplace for multiple clients. *skills focus: corporate branding and strategy, print collateral, digital campaigns, fleet graphics, direct mail, tradeshow brand experiences, book publication design.*

Creative Director Parker County Today magazine, Weatherford, TX 2005 - 2006

Established Brand standards and visual experience for a new regional editorial publication. Designed visually engaging monthly features along with managing the regular editorial articles and advertising contributors. Directed the monthly visual layout experience. *skills focus: print editorial design.*

Senior Art Director/Designer Toro Partners, Dallas, TX Mar. 2002 - Dec. 2004

Designer/Art Director RSW Creative, Inc., Dallas, TX June 1998 - Mar. 2002