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I create intelligent, marketing solutions for business and consumer audiences. I make design function as a strategic marketing tool. I work across a broad spectrum of disciplines from brand development and management, digital media design, demand generation, advertising and event design. My goal is to deliver effective, brand building solutions that surprise, inspire and persuade audiences to respond.

» **SPROCKET MEDIA**

Consultant - Creative and Brand Strategy, 2009 - present

Develop interactive marketing experiences and custom media for Fortune 500, high tech companies

» **BITDEFENDER**

Director of Global Brand Marketing, 2010

Ownership and management of the BitDefender global brand, including; communication plans, messaging, identity, visual design and guidelines.

Manage the cross functional work force to implement consumer and SMB global, integrated marketing campaigns

Lead creative team in development of packaging, collateral and guidelines, lead and demand generation programs, website, interactive and video development across organizations and regions

» **TDA GROUP - CYBERMEDIA**

Vice President of Creative Services, 2008

Provide creative leadership to the design and project management teams

Manage client accounts, including development of creative briefs, statements of work, cost estimating, editing, presentations and business development.

Develop interactive, direct marketing, collateral and publications for Fortune 500 clients including Dell, IBM, SAP, Intel, Nokia, Varian Medical Systems

» **ORACLE CORPORATION**

Senior Creative Director 2003-2007

Director of Design 2000-2003

Senior Graphic Designer 1998-2000

Serve as key executive directing the creative marketing design for all interactive, new media, print, demand generation, web design and event activities

Build and mentor a dynamic creative team including Art Directors, Graphic Designers, Web Designers, Interactive Designers, Writers

Evolve and evangelize the brand voice and accuracy of the Oracle image throughout regional and international markets

Develop and implement a new logo architecture, global brand standards, and style guide for all Oracle products, communities, services and partners

Develop strategy and execution of integrated direct marketing initiatives, print and online

Manage web design on Oracle.com, the Oracle Technology Network and the Oracle Partner Network, and MyOracle.com

Develop trade show brand strategy, advertising, out of home advertising, environmental signage and collateral for events in the U.S., Europe and Asia

Coordinate with Legal and M&A, the integration of acquired companies into the Oracle brand, including, product architecture, product naming, web site transition and employee communications

Supervise the design of two award-winning publications, Oracle Magazine, and Profit magazine

Control all financial aspects and budgeting including all freelance designers, photographers, agencies, and all software and hardware

» **GEORGIU**

Creative Director, 1996-1998

Successfully manage the direction and design of all direct and POS marketing, advertising, catalogs and visual merchandising for this popular 55 store chain of women's fashions

Create marketing plans and media buys for national magazine and outdoor advertising

Develop of the annual promotional calendar of store events, and sale promotions

» **THE LIMITED INC./LERNER NEW YORK**

Art Director, 1993-1996

Supervise a team of designers charged with creating all instore, sales promotions, direct marketing, window displays and corporate designs for this 800 store chain of women's clothing

Create product development materials including labels, hang tags, shopping bags

Art direction and produce all photo shoots, press shows, and fashion/corporate videos

EDUCATION

University of the Arts, Philadelphia, PA B.F.A.

The School of Visual Arts, New York, NY