

MICHELLE LEARD

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Creative Director, Art Director, Strategist

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PROFESSIONAL SUMMARY

A highly accomplished Creative Director and Brand Strategist with over 20 years of experience in brand development, strategic campaign leadership, and cross-functional team management. Proven expertise in building innovative creative solutions that deliver measurable results across digital, print, and broadcast channels. Recognized for uncovering consumer insights, leading high-performance creative teams, and developing award-winning campaigns for diverse industries.

CORE COMPETENCIES

- Creative Direction & Brand Strategy
- Brand Identity, Development & Positioning
- Integrated Campaign Strategy & Concept Development
- Digital Marketing & Social Media Strategy
- Creative Team Leadership & Mentorship
- Workshop & Sprint Facilitation
- Business Development & Client Relations
- Copywriting, Scriptwriting & Video Editing
- Web Design & Digital Storytelling
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)

PROFESSIONAL EXPERIENCE

Creative Director & Consultant

Mish Loves Monsters | 03/2024 – Present

- Lead brand strategy development and creative campaign direction for diverse client portfolio as independent consultant
- Develop and execute proprietary workshop frameworks to solve complex business challenges and unlock creative solutions
- Deliver disruptive creative solutions that successfully differentiate brands in competitive markets
- Provide strategic creative consulting services across digital, print, and broadcast channels

Creative Director, Strategic Lead

Brainworks Marketing | 02/2023 – 03/2024

- Directed the successful strategy and execution of integrated campaigns across multiple industries
- Collaborated with cross-functional teams, including account, media, and design, to deliver cohesive and effective solutions for clients
- Managed client relationships and contributed to innovative creative thinking that drove project success

Creative Director Vivify Creative Group | 10/2021 – 01/2023

- Oversaw creative campaigns from initial concept to final execution, ensuring alignment with brand and business goals
- Led new business presentations, directly contributing to client acquisition and revenue growth
- Managed all creative deliverables to ensure they met strategic objectives and client expectations

Co-Founder, Creative Director & Strategist Ravingfan.io | 10/2021 – 01/2023

- Developed comprehensive brand strategies and growth campaigns tailored for SaaS and startup clients
- Provided end-to-end creative leadership, from initial brand identity development to the launch of digital marketing campaigns

Creative Director SaltWire Network | 02/2016 – 09/2021

- Directed a company-wide rebrand and content strategy for Atlantic Canada's largest media network
- Increased readership and brand relevance through innovative multi-platform campaigns
- Managed a large, cross-functional creative department, fostering a collaborative and productive environment

Art Director Hawk Marketing | 01/2013 – 08/2013

- Designed integrated campaigns that effectively balanced creative vision with specific client objectives
- Participated in strategic brainstorming and creative execution.

Creative Director Chester & Co | 05/2010 – 12/2012

- Led the creative development of campaigns across print, broadcast, and digital platforms
- Reworked the department to get the right people in the right places
- Through innovative concepts, tight collaboration and strategy always in mind, changed the reputation of the agency from schlock to pride inducing output.

Associate Creative Director / Sr. Art Director | Trampoline Branding | Apr 2006–Apr 2010

- Directed art direction and campaign concepts for national and regional clients across online/digital, broadcast, and print platforms.
- Spearheaded the development of integrated campaigns, ensuring visual and messaging consistency across all deliverables.
- Mentored and supervised junior creatives, actively contributing to successful new business development initiatives.

AWARDS & RECOGNITION

INMA Gold – Increase Readership Initiative, SaltWire Deep Dives

ICE Awards Gold – Direct Mail, Piercey's Small Projects

ICE Awards Silver – Brand Campaigns, Chronicle Herald; BideAwhile Shelter

Applied Arts – Pro-Bono Feature, BideAwhile Shelter

Cassie Award – New Product Launch, SABIAN Metal X Cymbals