





# NESRENE ANTONE

BRAND CHAMPION. STRATEGIC MARKETER. CREATIVE DIRECTOR.

## CONTACT

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 Rhode Island

## SKILLS

Adobe Creative Suites including Premiere and After Effects

UX/UI Design

HTML/CSS

Hubspot

## EDUCATION

### Johnson & Wales University

Bachelor's Degree: Graphic Design & Digital Media

## WORK EXPERIENCE

### BIOFOURMIS

#### Executive Creative Director

Nov. 2023 - Present

#### Corporate Brand Steward & In-House Designer

Oct. 2022 - Nov. 2023

- Own and lead creative conceiving and customer pitches
- Implemented global enterprise re-brand evolution
  - Formed strategic partnerships with Executive Leadership Team and department leads to gain alignment and buy-in
  - Planned, designed, and executed all launch activities, campaigns & communications
- Developed strategic print and digital campaigns focused on various target stakeholders along several customer journeys
  - Strategic campaign driving key business initiatives include – health system implementation campaigns focused on key products and across multiple disease states, sales materials introducing various new products and solutions, endometriosis HCP and patient pilot program, clinical trial collateral
- Lead cross- functional projects to drive large scale business initiatives and customer programs – both in health care and pharma
- Orchestrate conference and trade-show appearances;
  - Develop and design all collateral including 20x20 booth design, landing pages, social media assets, emails, pitch-decks, brochures, signage, etc.
- Lead packaging design for patient and healthcare provider kits and contents, inclusive of device packaging, leave behinds, postcards, instructions, and quickstart guides
- Own marketing operations and workflow
  - Assign work and manage team member workloads based on deadlines
  - Managing budget and estimating any operational, design, printing and fulfillment costs
  - Maintain relationships and manage communications with fulfillment and printing partners
  - Manage and mentor one senior operations employee, focusing on support, education, and professional growth

### CARE NEW ENGLAND

#### Design Manager & Lead Designer

Aug. 2020 - Oct. 2022

- Led the rebrand of two hospitals in the health system from start to finish
- Managed and created all 360-degree marketing campaigns - including tactics such as billboards, videos, bus sides, display ads, landing pages, print materials, etc.
  - Campaign types include: bariatrics, women's health, breast health, orthopedic, colorectal, fertility, labor and delivery, etc.
- Created and pitched design concepts for marketing campaigns and philanthropic events to business partners and operating unit presidents
- Reviewed all design work for aesthetic, brand standards, and proofreading
- Managed the workload of the design team members in order to meet deadlines and maintain a consistent workflow

### FASHION ACCESSORIES FIRST

#### Graphic Designer & Department Coordinator

March 2016 - March 2019

- Managed design team workload
- Designed packaging for jewelry including boxes and cards
- Created packaging specifications and constructed mock-ups for client presentations
- Implemented in-store marketing for jewelry programs - including signs and displays
- Researched trends to create mood boards, trend guides, and other sales tools
- Designed in-store fixtures to display products
- Product design - jewelry, keychains, pouches, pins, lanyards, etc.
- Prepared all files for productions including packaging, product, and fixtures

### PINNACLE DEALS

#### Graphic Designer & Social Media Coordinator

July 2015 - Feb. 2016