



HAILEY FLEURY

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Hello! I am a highly creative leader specializing in branding, print and digital design. With 10+ years of in-house design experience, I am well versed in managing projects from conception through production. I strive in a fast-paced work environment and am comfortable prioritizing (and reprioritizing) multiple deadline-driven projects with calm and ease. My goal is to create practical efficiencies through processes and use of technology, while delivering beautifully designed marketing materials.

SKILL SETS

Branding

Conference Materials

Templates

Print Design

Digital Design

Web Design Marketing

Collateral

Production management

Workflow/traffic

coordination

PROGRAMS

Adobe CC

Indesign
Illustrator
Photoshop
Dreamweaver
Aftereffects

Microsoft Office

Sketch/Figma

EXPERIENCE

Inkblot Advertising | Creative Director: 2020-2021

Manage creative team and strategic ad campaigns for a growing digital marketing agency. Maintain client relationships and ensure creative deliverables (such as email blasts, paid, and organic social campaigns) are executed with precision and client branding in mind.

Voya Financial / ING | BAU Design Team Lead: 2017 – 2019

Graphic Designer: 2015 – 2017

Contract Graphic Designer through Kelly Services: 2011 – 2015

Rebranding: I was hired as a contract graphic designer at ING to support the launch of IPO to Voya Financial. I worked with ING for three years before the new brand, Voya Financial, was launched (2014). During that time I learned our internal process and clients well. After the brand transition was complete, I was hired as a graphic designer and became an integral part of the daily workflow of the marketing team.

Creative execution: I saw projects from kick-off through production, working directly with clients and project managers, executing on a variety of marketing materials such as emails, mailers, flyers, brochures, posters, banners etc. I owned all materials for multiple large adviser facing conferences, as well as overseeing production.

Workflow: In 2017 the marketing team was reorganized, and I was given the title Business As Usual Design Lead. In this position I managed a small team (4 people), who executed 70% of all requests that came through the marketing team. Because of the high volume of work being executed through my team, I created efficiencies within process to accommodate all requests.

Project Management: Through project management reporting and weekly stakeholder meetings, I was able to prioritize needs for hundreds of date driven projects at a time. We were able to remain agile in our ability to meet stakeholder needs and reprioritize work on an hourly basis. Additionally, I was the point of contact for any design needs or client questions.

Habitat for Humanity Pioneer Valley Chapter | Strategic Designer: 2012 – 2016

Commercial Distributing Company Commercial | Layout Production Designer: 2010 – 2011

Cerulli Associates | Layout Design Associate: 2010

Kronos Incorporated | Creative Intern: 2009

EDUCATION

Syracuse University | BFA in Advertising Design: 2010