

CAITLYN HARRIS

Linden, Virginia | 703-398-7986 | caitlynnicoler@gmail.com

LinkedIn Profile: <https://www.linkedin.com/in/caitlyn-harris/>

Portfolio: <http://www.passionfuelcreative.com>

Executive Summary: “Creative Swiss Army Knife”

Strategic and innovative Creative Director with over 10 years of comprehensive experience in the political and creative sectors. Proven expertise in leading high-impact political campaigns, fostering creative innovation, and driving brand strategy. Known for a dynamic approach to creative leadership, having spearheaded initiatives for over 350 political campaigns, non-profits, and public relations efforts. Adept at cultivating talent and leading multidisciplinary teams towards achieving unparalleled success. My passion for creative excellence is evident through my track record of nurturing teams and delivering compelling visual narratives that resonate on both national and global stages.

PROFESSIONAL EXPERIENCE:

PASSION FUEL CREATIVE | Remote | CCO | Current

- Led the strategic development and operational success of creative teams, demonstrating excellence in team leadership, creative direction, and project management. Specialized in building, mentoring, and leading creative teams to deliver exceptional results across various business scales.
- Implemented innovative processes and mentorship programs, significantly enhancing creative output and achieving measurable success across six diverse teams.

IMGE | Senior Graphic Designer | Remote | Since November 2023

- Spearheaded visual strategy for numerous high-profile political campaigns, ensuring brand consistency and impact while adhering to confidentiality agreements.
- Collaborated cross-functionally to translate marketing strategies into influential visual communications.
- Pioneered rapid response design strategies to align with unfolding political events, enhancing campaign agility and effectiveness.

WRS | Chief Operating Officer | Remote | February 2023 – November 2023

- Revolutionized operational frameworks, instilling a visionary approach to mission and creative execution.
- Orchestrated the formation of high-performance teams, optimizing both creative output and financial health.
- Enhanced campaign responsiveness, facilitating swift rebranding efforts and strategic pivots.

Targeted Victory | Original Creative | Remote | April 2017 – January 2023

- Integral in the foundational growth of the creative department from 30 to over 300, establishing scalable processes and creative excellence.
- Transformed client feedback into high-impact marketing materials, significantly boosting campaign engagement and success.
- Achieved a 200% profitability surge through strategic process innovations and leadership in large-scale branding efforts.

GDC | Original Art Director | Gainesville, VA | December 2012 – April 2017

- Elevated brand presence and studio reputation through strategic marketing and design innovations.
- Drove a 25% annual increase in enrollment through targeted design campaigns and social media engagement.

Entrepreneur – Branding & Design Business | December 2011 – April 2012

- Launched and managed a successful design and branding venture, securing and satisfying 21 clients with industry-leading design solutions.

Awards:

- Reed Award for Excellence in Political Branding, awarded for the Michelle Steel Campaign

Core Competencies:

Creative Leadership, Strategic Brand Development, Political Campaign Strategy, Creative Team Development, Digital Marketing, SEO Optimization, Social Media Strategy, Graphic Design & Art Direction, Project Management, Human Resources, Public Relations, Mentorship, and Coaching.

Education & Certifications:

- Bachelor of Fine Arts in Graphic Design, The Art Institute of Washington
- Currently pursuing Digital AI Courses including operations.
- QuickBooks Certification
- Certifications in Project Management Tools: Asana, Basecamp, Clickup, Monday