

Shari Black

Creative Director

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SUMMARY

Creative Director with 8+ years of experience leading brand transformation and multi-channel creative ecosystems for high-growth companies. I build scalable visual systems, direct cross-functional teams, and bring clarity to brand expression across marketing, sales, and executive communications — A creative leader who defines high-level strategy while guiding the development of key visual assets across print, web, and digital.

EXPERIENCE

Associate Creative Director · WeLink Communications Aug 2023 - Feb 2026

- Served as the de facto Creative Director, leading the full creative lifecycle across marketing, sales, product, customer success, and executive initiatives.
- Directed cross-functional and agency teams to scale a cohesive brand ecosystem — website redesign, integrated paid campaigns, photo and video production, brand guidelines, and sales enablement materials.
- Led multi-channel creative strategy during a period of nearly 2x year-over-year lead growth (1,017 to 1,957) and significant gains in conversion efficiency across paid and web channels.
- Supported launches across three major markets, expanded acquisition channels (paid, referral, direct mail), and increased marketing's contribution to total company sales to 46%.
- Authored investor pitch decks supporting a \$30M funding round, positioning marketing as a strategic revenue driver within executive leadership.
- Established creative workflows and approval processes that enabled a lean internal team to support a growing range of initiatives while maintaining quality.

Senior Art Director · SCI Oct 2021 - Aug 2023

- Led creative development for the launch of a new service offering, designing integrated marketing materials to drive awareness among existing customers.
- Partnered with internal stakeholders to translate complex product capabilities into clear, customer-facing messaging and visual identity.
- Developed campaign assets across digital and print channels to support adoption and cross-sell initiatives.

Art Director · MRM // McCann

Oct 2019 – Sept 2021

- Developed B2B campaign materials for Verizon under senior creative leadership, translating strategic direction into polished, production-ready deliverables across digital and print.
- Provided creative oversight across internal art direction teams, ensuring deliverables met brand standards and client expectations for national accounts.
- Contributed to new business by designing pitch materials for executive leadership in support of client acquisition initiatives.
- Collaborated with copywriters to develop cohesive art and copy directions for large-scale advertising campaigns.

Senior Graphic Designer · Chase Marketing

Jun 2015 – Apr 2017

- Directed creative development across 30 client accounts, leading campaigns, photoshoots, and brand executions from concept through final delivery.
- Partnered with creative leadership and clients to align campaign strategy with visual direction and messaging.
- Concepted and designed pitch materials that contributed to securing three new client accounts.

SKILLS

Creative Leadership.

Creative Direction, Art Direction, Brand Strategy, Concept Development, Visual Storytelling, Cross-Functional Leadership

Production & Direction.

Photo & Video Direction, Campaign Development, Creative Production Oversight, Agency & Vendor Management

Brand & Web.

Brand Guidelines, Website Creative Direction, UX/UI & Wireframing, Sales Enablement

Marketing Channels.

Paid Campaigns, Direct Mail Strategy, Referral Program Creative, Product Marketing

Tools.

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Microsoft Suite, Google Suite

AI & Emerging Tech. Midjourney, Claude, ChatGPT, Cursor, AI-assisted creative workflows

EDUCATION

Southern Utah University

2014

B.A. Communication, Advertising Emphasis · Graphic Design Minor
Summa Cum Laude · Dean's List · 3.9 GPA

VOLUNTEER

Missionary · Church of Jesus Christ of Latter-day Saints

2017 – 2018

Nicaragua Managua North Mission · Texas Dallas Mission (Spanish-speaking)