



# KIKI CURRY

Creative Strategist & Art Director

Creative leader with 15+ years of experience shaping brand systems, product content, and visual direction across in-house, agency, and freelance environments.

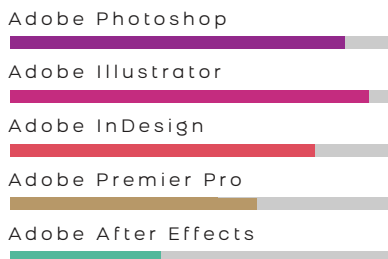
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## TECHNICAL SKILLS



## CREATIVE FOCUS

- Art Direction & Visual Systems
- Product, Packaging & PDP Design
- Video Production & Content Direction
- Paid, Owned & Experiential Creative
- Brand & Campaign Strategy

## IMPACT SNAPSHOT

- 15+ years creative leadership
- \$2B+ in deposits influenced
- 300M+ paid media impressions
- \$7M+ in licensed product revenue
- Agency, in-house, apparel, and founder experience

## EDUCATION

**BACHELOR OF ARTS**  
**Journalism & Mass Communication**  
 Walter Cronkite School of Journalism  
 Arizona State University  
 2002–2006

**ASSOCIATE OF ARTS**  
**Graphic Design**  
 Milwaukee Area Technical College  
 2009–2011

## CERTIFICATION



**Certified Digital Marketing Professional**  
 Digital Marketing Institute



**Desktop Publishing Certificate**  
 Adobe Creative Suite

## WORK EXPERIENCE & HIGHLIGHTS

### Creative Strategist & Art Director

April 2023–Present

### LANDMARK CREDIT UNION • Brookfield, WI

**Creative lead responsible for brand, campaign, and paid media execution across Landmark's highest-impact marketing initiatives.**

- Lead creative direction for brand, paid media, sponsorships, and core business lines (Certificates, Checking, Credit Cards), shaping integrated campaigns across digital, OOH, email, direct mail, social, and environmental touchpoints
- Owned all paid creative excluding broadcast TV and radio, including digital video, motion, static, and animated assets across paid social, online display, and product categories, supporting 317M+ impressions, 1.29M+ website visits, and campaigns influencing \$2B+ in deposit growth, 19K+ checking accounts, and 5K+ credit cards

### Founder & Creative Director

July 2008–Present

### CRAFTY CARAVAN • Milwaukee, WI

**Independent creative consultancy focused on brand strategy, art direction, and design systems for small businesses and entrepreneurs.**

- Led brand development and creative execution for 20+ clients across hospitality, retail, publishing, music, and wellness
- Delivered end-to-end creative including brand identities, print collateral, environmental graphics, signage, and social assets aligned to client growth goals

### Sr. Account Executive & Art Director

Oct 2019–June 2022

Promoted from Account Executive  
Oct 2015–Oct 2019

### MONARCH CREATIVE • Milwaukee, WI

**Creative and client lead for high-visibility brand, product, and environmental design initiatives.**

- Led multi-agency teams through proposal, planning, and execution of global campaigns with \$1M+ budgets, acting as primary creative and client partner
- Served as creative lead for Master Lock's global HQ relocation, directing environmental graphics, spatial branding, and visual systems to fully transform the new facility into a cohesive brand experience

### Graphic Designer

May 2015–Oct 2015

### HARLEY-DAVIDSON • Milwaukee, WI

**Embedded creative partner supporting product development teams across multiple categories.**

- Collaborated with product, sourcing, licensing, and logistics teams to develop market-ready graphics for Seasonal, Core, and Black Label lines
- Took apparel designs from concept through production, supporting seasonal launches and dealer rollouts

### Brand Manager

March 2013–March 2015

Promoted from Graphic Designer  
Oct 2010–March 2013

### FASHION ANGELS • Milwaukee, WI

**Creative and people leader overseeing licensed product development for juvenile brands.**

- Promoted to Brand Manager with four direct reports, leading licensed product development totaling \$7M+ in revenue
- Partnered with Mattel, Hasbro, Sanrio, and major retailers; planned and presented new product lines at New York Toy Fair