

Alissa Ptacek

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Passionate about creating strategically crafted customer experiences and programs for brands that people love (or will love), for companies ranging from early-stage start-ups to Fortune 5 organizations. Whether working as an individual, leading a creative team or collaborating with agencies and partners, I deliver experiences that are on-brand, on-time and on budget.

Creative / Marketing Director (contract) | mōviHealth (a Confluent Health company)

- Create unique identity including brand palette, photo style guide, brand voice, that aligns to corporate branding.
- Design end-to-end in-app customer experience, in partnership with a Salesforce agency, for at-home virtual physical therapy program – including assessment tools, online scheduling, “zoom” visits and educational content.
- Create and execute marketing strategy, including contact cadence and creative direction, of acquisition and retention activities, including direct mail, email, in-app messaging, push notifications.
- Write and design all branded deliverables, including print, digital and video for internal, B2B and B2C audiences – including website, trade show experience, pitch decks, handouts, swag bag
- Responsible for all marketing results and weekly reports to leadership team.

Creative / Marketing Director (contract) | InsightCyber

- Lead brand mission, brand positioning and brand values workshops with CEO and COO. Create brand guidelines, and assets including identity, logo, palette, and voice.
- Developed a comprehensive go-to-market plan encompassing email outreach, social content, sales collateral, organic search content, and press releases.

- Collaborated with the CTO to design a user-friendly platform, improving clients' ability to view and address cyberattacks through UX/UI design, wireframes, messaging, and brand identity.

- Revolutionized website experience, boosting site visits and generating more sales leads by implementing a visually appealing brand look and feel, along with an SEO-optimized blog and gated content.

Creative Director, Social & Content | Vista

- Established and led a global cross-functional, remote social media and content creative team for VistaPrint, comprising designers, illustrators, copywriters, and video/motion production artists, driving excellence through effective processes and collaboration.

- Generated successful content and social strategies for 16 international locales, resulting in a 20% increase in follower growth over 5 years and above-average engagement rates on social platforms. Also delivered search-optimized blog articles to drive organic traffic.

- Orchestrated integrated campaigns across various mediums such as experiential activations, digital, print, OOH, video, influencer partnerships, blog, and PR, collaborating with internal teams and external agencies across owned, paid, and earned placements.

- Played a key role in the conceptualization and evolution of Vista's brand identity, ensuring its consistent representation across social platforms and content.

Creative Director | CVS Health

- Reorganized and managed a team of 20+ art directors, designers, digital producers, and front-end developers (full-time and contract), improving quality of work and operational efficiencies of 50%.

- Conceptualized, directed and delivered digital and print campaigns that met and surpassed adoption and acquisition & retention goals for ExtraCare[®], CVS Pharmacy's award-winning customer loyalty program, cvs.com, minuteclinic.com and CVS Pharmacy app.

- Drove creation, adoption and execution of new brand identities for the retail and clinical brands of CVS Health, within all customer-facing touchpoints.

Art Director | Distinctive Apparel, Inc.

- Developed and executed highly effective e-commerce marketing solutions, resulting in increased sales, customer loyalty, and website traffic for proprietary brands.
- Restructured and managed a talented team of digital designers and front-end developers to optimize their individual skills and enhance overall team performance.

Senior Art Director | Talbots

- Oversaw studio photo shoots for women's, men's, and kids' lines, resulting in 1000+ images produced monthly with exceptional retouching and color correction standards.
- Led an e-commerce design team in creating highly effective emails, ads, and site assets that consistently surpassed industry benchmarks for click-through and conversion rates. Achieved annual project increase of 150-200% while meeting all deadlines.
- Collaborated with market research and user interaction studies to enhance user experience and boost conversion rates. Achievements included optimizing the checkout process, improving product images, implementing personalized features, and enabling online bill payment.
- Managed budget, including team growth, photo shoots, equipment.

Additional experiences, education & skills

Art Director | Lycos, Inc

Designer | 1800flowers.com

Bachelor's Degree, Studio Art | Skidmore College

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Lightroom, Bridge), Figma, HubSpot Marketing, Salesforce Marketing Cloud, Asana, WordPress, Canva, Office360