

# BELLA LANE

## CONTACT

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## PROFESSIONAL SUMMARY

Visionary brand strategist and creative force committed to captivating audiences through innovative branding solutions. With a keen understanding that brands must excel creatively and financially. Capable of effortlessly merging creative, marketing, and technical expertise. Ability to approach from every perspective, from internal culture and advertising to digital, broadcasting, and print. Strategically streamlines solutions to facilitate the creation of practical, growth-focused approaches that elevate brand prominence and impact.

## RELEVANT SKILLS

Creative Direction	<div style="width: 100%;"></div>
Art Direction	<div style="width: 95%;"></div>
Project Management	<div style="width: 90%;"></div>
Content Creation	<div style="width: 85%;"></div>
Print Production	<div style="width: 80%;"></div>
Experiential Marketing	<div style="width: 75%;"></div>
Tradeshaw Production	<div style="width: 70%;"></div>
Digital Asset Management	<div style="width: 65%;"></div>

## EDUCATION

- Agile Software Development - University of Minnesota - 2018
- Lean Software Development - University of Minnesota - 2018
- Software Development Processes & Methodology - University of Minnesota - 2018
- BA (Hons) History of Art, Kingston University, London, England — 1994
- BTEC in Graphic Design, SELTEC College, London, England — 1988

# PROFESSIONAL EXPERIENCE

## Independent Contractor and Freelancer

2018 - Present

- Skillfully created and oversaw budgets ranging from \$250K to \$3.5 million, ensuring effective allocation of resources and adherence to timelines across regional, national, and global projects. Achieved enhanced communication and workflow efficiency.
- Advised C-Level executives on innovative strategies, fostering creativity and effectiveness in achieving advertising, branding, and communications objectives.
- Identified and implemented technology solutions for marketing and branding across diverse digital platforms, catering to the requirements of corporate and government clients.
- Orchestrated end-to-end recruitment, hiring, and retention processes for both in-house and external projects, ensuring optimal team composition and performance.
- Conceptualized and directed numerous special events and photo-shoots for company initiatives and local government campaigns, ensuring seamless execution and impactful results.
- Innovatively introduced a technology-driven concept to scale an established business, resulting in a projected 30 percent surge in sales.

## Founder | CEO

Bella Lane Designs, INC. | 2003 - 2018

- Proficiently designed and developed B2B websites, coupled with collateral materials, to effectively promote clients' brands throughout diverse sales stages.
- Successfully led interdisciplinary teams, elevating branding and messaging efforts for individual companies, resulting in improved market presence and communication.
- Conceptualize strategies and seamlessly executed them, spanning website development, print production, and impactful employee training sessions.
- Formulate and implement a systematic approach for assessing client needs, resulting in tailored solutions that address their unique challenges.

## Art Director

Federated Department Store | 2000 - 2003

- Proficiently managed a substantial \$75 million advertising budget for major department stores, overseeing allocation and optimization of resources to achieve campaign objectives.
- Expertly designed and delivered pre-press production services, including press checks and precise color matches, ensuring top-quality mailers and in-store promotional materials.
- Managed creative audit processes in collaboration with Ad managers and advertising agency partners, ensuring consistent brand representation and accuracy in product and state tax allocations across all Federated Department Stores.