
Lucinda Morreale

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Wickedly iterative, research-obsessed, detail-focused, Associate Creative Director who loves to inspire others, specializing in telling authentic stories that resonate deeply. Luci is a joyous presenter and collaborative partner who brings curiosity and passion to every project. She delights in sharing the creative process with stakeholders and making vibrant work every day

SKILLS

Adobe Creative Suite, Brand Identity and Systems, Client Relationships, Communication, Copy Writing, Creative Strategy, Data Analysis, Figma, Google Suite, Leadership, Looker Studio, People Management, Project Management, Sketch, Strategic Thinking, Team Motivation

WORK EXPERIENCE

Health Union • 09/2018 - 06/2023

Associate Creative Director

- Managed a team of 4 direct reports and provided creative and strategic direction for all social media and ad campaigns for 9+ global chronic disease awareness websites.
- Demonstrated ability to collaboratively brainstorm, concept and develop cross channel campaigns from start to finish, and ability to analyze the market trends once a campaign is launched to ensure that our next iteration is more impactful.
- 5-17% increase in engagement over all communities during tenure.

Senior Art Director, Illustrator

- Contributed strategy and content: 9 assets/week and design for 5+ paid and organic social media campaigns per year for 3+ websites at a time, as well as assets for DSP ads, email, and newsletters.
- Collaborated with a cross-functional team that introduced Looker Studio and a "data culture" to the company.

Arrive Therapy • 06/2019 - Present

Creative Marketing Director

- Social media marketing and brand design for a mental health therapy group. Strategic goal: Increase client leads.
- Developed an innovative social media strategy that brought in 23% more leads YOY. Analyzed the target audience and utilized SEO and GA data patterns to gain insights into campaign performance.

Digitas Health • 11/2016 - 04/2018

Senior Art Director

- Brand campaign and strategy for a global Pharma brand for lung cancer using print, digital, retail, social and video. Visual storytelling through photography, storyboards, and styling.

Ladderback Design • 06/2001 - 05/2022

Freelance Designer

- Brand building and marketing strategies for 50+ clients and grew the number of client relationships YOY for 10+ years.

- Honed presentation, marketing, proposal development skills, and industry research to refine campaign objectives and deliver targeted, professional results in budget and on time.

State Senator Mary Washington • 06/2006 - 06/2020

Communications Director (Volunteer)

- Developed a brand system and social media strategy for 4 winning Legislative campaigns and 1 Mayoral campaign.
- Managed Communication team volunteers and provided leadership to tell Mary's story, tout her accomplishments, and gain votes.

EDUCATION

BFA in Illustration

The Maryland Institute College of Art

CERTIFICATIONS

Looker Studio Federated Analyst

Health Union, LLC