

CHRISTIE KIM

Group Creative Director

EXPERIENCE

Freeman

Group Creative Director | 2018 – present | Dallas

Lead Creative on Freeman's third largest account

- Built a model for cross-functional collaborative culture across creative, operations, and production
- Leading a multi-disciplinary team of creatives
- Created brand and experiential pivots for key events that enhanced perception, drove new traffic, and deepened attendee experience and loyalty
- Developed and led workshops to drive key client pivots

Group Creative Director

- Built a multi-generational, multi-disciplinary hybrid team
- Fostered a safe, collaborative culture while enabling members to grow in creative and leadership skills

Art Director for Freeman rebrand

- Worked with a strike force team to modernize the Freeman brand, colors, and voice
- Led the internal relaunch
- Guided the marketing team in deploying the new brand

Christie Kim Creative

Principal | 2014 – 2018 | Dallas, TX

Built a thriving business with a focus on corporate and event branding. Led a team of freelancers and partners to deliver dynamic event activations. Managed all financials and logistics including contracts and invoicing.

George P Johnson

Studio Production Manager & 2D Experience Designer
2007 – 2014 | San Francisco Bay Area

As a vital member of a team of Experience Designers, created online and onsite solutions. As the Studio Production Manager supervised the studio workflow and hired and managed all freelancers.

PROFILE

A dynamic change maker currently leading a cross-functional agency team to deliver brand experiences for an international show organizer. All while managing a thriving national team of creatives.

christie@christiekim.com

www.christiekim.com

443.226.9457 | LinkedIn

EDUCATION

Bachelor of Arts Fine Art + Creative Writing

Hampshire College
1989-1993 | Amherst, MA

Masters of Science Graphic Arts Publishing

Rochester Institute of Technology
2000-2001 | Rochester, NY

SKILLS

Creative Strategy
Art Direction & Design
Experiential Design
Wayfinding Systems
Team Management & Mentoring

KEY CLIENTS

Adobe | AT&T | BCD Meetings & Events | Charles Schwab | Cisco | CWT Meetings & Events | Electronic Arts, Emerald X | Google | McKesson | NetApp, Salesforce | Toyota