

# EILEEN BULL-ESTEVEES

New York, NY 10023 • 845.313.3464 • [bull\\_eileen@hotmail.com](mailto:bull_eileen@hotmail.com) • [www.bullseye-design.com](http://www.bullseye-design.com)

## SUMMARY

Award-winning Creative/Marketing professional with global in-house and design agency experience for premium/luxury brands. Track record of creatively translating a firm's identity into high impact brand experiences and compelling digital experiences that support business goals, inspire customers and bring vision to life. Strong experience in strategic development and execution of the brand with design tools, advertising assets, photography, video, event materials and digital experience. Seasoned people, project and budget manager with a collaborative, result-driven approach.

### J.P. Morgan Chase & Co. New York, NY 2017 – Present

#### Executive Director, Global Head of Creative, Private Bank

Direct large global creative division responsible for protecting, nurturing, and growing the brand with a focus on a digital-first global strategy to enhance the client journey based on the development of a cohesive brand strategy and voice. Oversight of our global in-house and external agency partners focused on video, digital design, editorial and operations.

- Executing digital-first experience for the Private Bank with a focus on the ultra-high net worth audience
- Grew the creative department to a highly profitable entity with over 37 employees.
- Defines vision and initial strategies for establishing a strong market presence and growing a sustainable client portfolio with the development of targeted prospecting and acquisition materials.
- Driving the digital transformation and leading scalable digital marketing initiatives
- Build and execute customer personalization strategy
- Win Senior Leadership support for the marketing strategy and initiatives using both data and personal influence/credibility
- Establish process improvement of internal workflow to achieve reduction timing and rework.
- Spearheaded the build-out of the new public site from voice, content and visual planning, management and design development resulting in \$75MM net new deposits in the first three months post launch.
- Management of the consistency of brand and messaging globally with clear understanding of unique regional culture needs.
- Revitalized brand with new visual identity in partnership with internal brand team and external agency partners.
- Directed all stages of the campaign design process including innovation, development and actualization, leveraging knowledge of target market to enhance customer footprint and increase company profitability.

### RAB Lighting Greater New York City area 2016 – 2017

#### Creative Director

Direct the internal print and digital divisions (external branding, advertising and video development agencies) to implement the strategic development of all branding and marketing materials to support retailers and the development of retailer loyalty programs.

- Recruitment and hiring of internal teams, as well as, outsourced freelance and contract service personnel. Handles team performance reviews, professional development, assign projects and timelines for all internal and external staff. Manage the budget and scope of work for internal and external creative agencies, production vendors and suppliers.
- Establish process improvement of internal workflow to achieve reduction timing and rework.
- Establish and provide oversight to outside agencies to develop and maintain brand standards across all campaigns.
- Develop, build and lead multiple branches of the Creative Department: product packaging, retail/merchandising, production, graphic design, copy writing, photography, digital and video segments.
- Maintain strong relationships with executive leadership and cross-functional teams to streamline the creative request process across the company servicing internal and external creative projects to meet deadlines and remain on budget.
- Manage the development of internal and external creative briefs, set timelines and budgets and present concepts for the creative-development phase of projects.
- Establish best practices for social and digital material; develop and support the improvement of interactive tools.

### BULLSEYE DESIGN Greater New York City area 2014 – Present

#### Marketing and Brand Consultant

Established Bullseye Design Inc. as a Brand Management interdisciplinary firm that addresses brand positioning, creative and licensing needs.

- Create strategy documents, branding assets and project timelines for CPG and fashion collaborations for licensed home goods products with market distribution in 2016-17.
- Direct multiple licensed products on digital and social media marketing, User experience best practice, and asset development
- Collaborating with CPG and fashion/textile companies to explore all aspects of marketing to ensure a successful campaign launch and market penetration.

**BENJAMIN MOORE & CO.** Greater New York City area **2008 – 2014**

## **Director, Creative Marketing and Brand Services**

Promoted from Creative Studio Manager to Creative Director

Promoted to direct the strategic development of the brand and managed the multiple divisions that make up the company's North American Creative marketing team. Served as a senior member of the Marketing leadership team reporting to the Chief Marketing Officer.

- Recruited the 15+ internal team of designers, copy writer and production staff as well as outsourced freelance and contract services. Handled team performance reviews, professional development, assigned projects and timelines for all internal and external staff. Managed the budget and scope of work for internal and external creative agencies, production vendors and suppliers.
- Established and provided oversight to outside agencies to develop and maintain brand standards across all campaigns.
- Developed, built and led multiple branches of the Creative Department: product packaging, retail/merchandising, production, graphic design, copy writing, photography, digital assets and video segments.
- Maintained strong relationships with Executive Leadership and cross-functional teams to streamline the creative request process across the company servicing internal and external creative projects that met deadlines and remained on/under budget.
- Managed the development of programs to support retailer and client loyalty programs.
- Collaborated with the CMO and other Marketing leadership on various advertising and product campaigns for TV/broadcast, print/magazine, direct/e-mail, event/tradeshows, website and other digital materials. Worked with outside agencies on development.
- Provided oversight to design and production of annual Color Trends program and related assets for consumers, interior designers and in-store retail experiences. Worked with Creative team to manage the design, production and distribution of numerous color cards, fan decks and other design tools for designers, retail color experts and architects that featured Benjamin Moore's 3,500+ paint color palette and related paint/coating products.
- Guided the creative vision from concept to production for all brand alliance materials including the Williamsburg Color Collection, Pottery Barn/Williams Sonoma, Kohler and Cambria.
- Established best practice and brand guidelines for social and digital material develop and supported the development of assets.
- Provided guidance and oversight on the development of video, social media and digital platforms to ensure best practice in collaboration with internal and external agency support.

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

**MARCH OF DIMES**

**TOYS "R" US**

**RECKITT & COLMAN**

## **EDUCATION**

**Master of Design Management**

University of New South Wales Paddington, NSW, Australia

**Bachelor of Arts**

University of South Carolina, Columbia, SC

## **BOARD POSITION**

**AMERICAN SOCIETY of INTERIOR DESIGNERS 2015 – 2018**

**Director, Professional Development**

Supported the Connecticut chapter to strategically address the needs of members establishing a calendar of events focused on the continual development of marketing, business, management, and fundamental design skill enhancements. Provide digital and social media insights to better communicate with members and successfully organized over seven large events for both professionals and students.

## **DESIGN AWARDS**

**2011**

American Graphic Design Award  
Color Stories Brochure  
American Design Awards Consumer Marketing Collateral  
Trade Show Display - Ace

**2010**

American Design Awards  
Best in Show  
Natura In-Store Collateral

**2009**

Mobi Award Winner  
ben Consumer App

**2008**

How Design  
Design Excellence  
ben Consumer Packaging AIGA  
Best in Show  
Natural Consumer Brochure

**2007**

American In House Design Awards  
The Branding Guide  
MAMA Magazine  
NICU Family Support Home Booklet

**2006**

American Graphic Design Award  
MAMA magazine

**2000 and earlier**

Emmy Nomination  
Graphic Elements  
"Memorizes,Voices & Choices"  
Connecticut Art Director Club Award of Excellence  
"Australian for Long Neck"  
National Graphics Award  
Best in Show – Toy"R"Us Annual Report