



NANCY Soulliard

creative direction & design

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Innovative, forward-thinking professional with strong marketing design experience.

Proven problem-solver with the initiative and drive to tackle challenging issues.

Passionate about design with attention to detail in a deadline-driven environment.

Creative Director 2022-present

Select Medical, Mechanicsburg, Pa.

- Lead print and digital creative strategy and execution for the outpatient division of the largest physical therapy network in the country.
- Drive high-quality, high-impact content and asset production across multiple platforms (print, web, social, online advertising and digital marketing) aligning with established brand voice, tone and creative guidelines for 35+ brands.
- Brought the sports partnership design work in-house which strengthened integration with our overall marketing messaging and reduced expenses. Design templates yearly that create cohesion in our sports partnership advertising. From print to digital ads to LED arena/stadium animations, all design flows from these master templates.
- Own the creative strategy and execution of the outpatient division's national programs of excellence: CoreVia Pelvic Health, OrthoVive Joint Health, Select Sports - Sports Medicine and Revital Cancer Rehabilitation.
- Implemented the Bynder digital asset management system in collaboration with the creative and information security teams from the planning phase through implementation. Organized the taxonomy, keywords, tagging and governance processes. Outlined step-by-step instructions for system use.
- Rolled out efficiency solutions focused on faster content to market through the use of Adobe Express and TheBrief.
 - Newsletters, social assets and low-impact flyer templates were designed in Express for all communications and branding team members to access and create on-brand content
 - Ads with advanced animation and multiple formats are designed in TheBrief
- Manage, mentor and inspire a team of hybrid and remote designers
- Build collaboration, synergy and connection through monthly creative team meetings and weekly individual meetings by sharing projects, relevant trends, competitor research, issues and initiatives that impact all of us so we can more clearly see how our separate work is connected.
- Promote and integrate corporate processes. Bring outliers onboard through proactive creative solutions, collaboration and conversation.

Creative Director 2013-2022

Messiah University, Mechanicsburg, Pa.

- Led the department's creative strategy, process, staff and the quality of deliverables for print, web and multimedia communications including video produced by the Office of Marketing and Communications.
- Art directed complex photo and video shoots, The Bridge magazine and the annual President's Report to tell a broader brand story.
- Strengthened the integrity and integration of the University's brand and visual identity in all communications produced by the department including the creation of style sheets for new logos as needed for areas requiring separate branding.
- Managed and balanced the creative budget.
- Led high-level projects from conception to execution including the visual evolution from College to University.
- Promoted the University's brand and programs by devising creative approaches to visual media.
- Hired and coordinated photographers, videographers and freelancers as well as full- and part-time staff.
- Acted as a liaison and creative partner with on-campus clients by meeting with them to determine their needs, devise a creative project plan and track/resolve client satisfaction after final project completion.
- Spearheaded the redesign of the alumni magazine, The Bridge, to improve the readability and build a competitively current design resulting in alumni seeking out new issues and requesting extra copies. The redesign also created a surplus budget to be used for higher-end photography.
- Collaborated with other on-campus clients, departments and offices to promote Messiah University and its priorities.
- Continuation of the Art Director responsibilities.

Art Director 2009-2013

Messiah College, Mechanicsburg, Pa.

- Promoted communication-driven design that strengthens clients' marketing and editorial goals through creative idea generation and creative briefs.

- Coordinated, tracked and oversaw nearly 1,000 design projects per year including ads, postcards, newsletters, emails, posters, brochures, campaigns and various other print and web collateral.
- Streamlined the design of the alumni magazine and President's Reports for a clearer, consistent and more refined user experience including art directing photo shoots and facilitating press checks.
- Managed, defined and refined the brand image and identity for cross-platform consistency.
- Drove the use of responsive design, interactive technologies and personalization to maximize the cross-platform bridge between web, digital marketing and print publications.
- Streamlined processes for a more efficient workflow including implementing a font management system.
- Hands-on graphic design for print, the alumni magazine and graphic design support for the web.

Associate Art Director 2000-2009

Engineering News Record Magazine, McGraw-Hill Companies, New York, NY

- Designed layouts for cover, feature and news stories for the leading magazine in the construction industry in collaboration with editors.
- Illustrated covers using 3D computer illustration programs (Carrara, Bryce, & Poser) and Photoshop.
- Created illustrations, maps and graphics for departments, news stories, cover stories and the web.
- Consistently met deadlines of a weekly magazine.
- Overall responsibility for layout of the magazine in the Art Director's absence.
- Photographed construction-related events for stories when needed.

Graphic Designer & Illustrator 1999-2000

Pennsylvania Department of Transportation, Harrisburg, Pa.

Qualifications

- Well-versed in Macintosh Operating Systems, Adobe Creative Suite (InDesign, Photoshop, Illustrator, AfterEffects, Bridge, Express and Acrobat), K4, InCopy, Sketch. Project management systems - Workfront, Easy Projects and Basecamp. Microsoft Teams and Zoom.
- Working knowledge of: Cvent, HTML, CSS, Dreamweaver, Microsoft Office and AP style.
- Creative development of innovative concepts, designs and compositions through research, data and analysis of market trends.
- Organized and detail-oriented.
- Collaborative team-player and leader.
- Knowledgeable about press checks, pre- and post-production processes, photo retouching, variable data and personalization
- Experienced hiring creative teams of graphic designers, freelance photographers, videographers and illustrators

Recent Awards

2024 - Select Medical Living the Values award for Building Trust

2021 - Graphic Design USA American InHouse Design award for [Messiah University's see anew brand refresh](#)

2018 - Society of Publication Designers Merit Winner — [The Bridge winter 2017 cover](#)

2018 - UCDA (University and College Designer's Association) award of excellence for Messiah College's alumni magazine — [The Bridge Winter 2018 issue](#)

2017 - Graphic Design USA American InHouse Design award for Messiah College's alumni magazine — [The Bridge fall 2016](#) and [winter 2017 issues](#)

2015 - UCDA (University and College Designer's Association) award of excellence for Messiah College's alumni magazine — [The Bridge](#)

2015 - Graphic Design USA American InHouse Design award for Messiah College's alumni magazine — [The Bridge](#)

2014 - Graphic Design USA American InHouse Design award for [Messiah College's High Center Inaugural Season](#) pieces

Education

Kutztown University, Kutztown, Pa.

BFA Communication Design

Minor: Theatre

Dean's List

Project Management continuing education course

Delaware Valley College, Doylestown, Pa.

AS Equine Science

National Dean's List

Intercollegiate Equestrian Team

Continuing Education

Sketch, Website Design, Design Research,

G7 Color theory workshop, Digital Marketing bootcamp,

Hubspot Inbound marketing certification

Branding Certificate

How Design University



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