

SIERAAJ ALLIE

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Creative Director | Design Professional | Marketing / Branding Content Specialist

With an in-house and agency background, an extensively experienced and highly motivated Art Director, Designer and Content Creator thriving on making complex ideas accessible. A background that includes excellence in advertising, graphic design, marketing, visual/interactive design, and art direction. A career focus on branding design and marketing creative project management for leading international powerhouse brands across multiple industry verticals. A breadth of international exposure and impeccable communication skills underline an ability to manage multidisciplinary stakeholders and create brands' identity fulfilling the creative vision and delivering on market and client expectations.

VALUE ADDED SKILL SETS

Creative Leadership | Marketing Collateral Design | Branding Execution | Client Relationship Management | Video Production | Advertising | Digital Design | B2B / B2C Marketing Campaigns | Art Direction | Graphic Design | Marketing Strategy Development | Campaign KPIs | ROI Metric Analysis

RECENT RELEVANT EXPERIENCE

BAKER MCKENZIE

St. Petersburg, FL | Design Services Manager | July 2019 – Present

Voted by Thomson Reuters as the world's strongest law brand, the leading legal firm working with major clients across the Energy, Healthcare, Supply Chain, Private Equity, Technology and Financial Services sector. Helping drive the creative direction to support market positioning and promotion of the company's sustainability and equity targets, primary accountabilities and successes revolve around:

- Creating and linking messaging and creative briefs to strategic KPI driven targets.
- Defining the brand's messaging ensuring a resonance with market expectations, wants and aspirations.
- Energizing market engagement; driving an elevated UX and audience experience.
- Aligning marketing and brand initiatives to the company's core values and brand objectives.
- Deploying a Servant Leader approach to inspire, lead and motivate teams of designers, creatives and 3rd party agency partners.
- Building a recent recruitment campaign that generated a 40% increase in targeted applications, filling over 70 mission critical job openings.
- Designing and guiding in-house capacity building to improve and elevate in-house video production that resulted in up to \$8k in savings per filming session.
- Achieving a 30% increase in editorial project design efficiency through adoption of design app scripts and automations.

MILES PARTNERSHIP

Sarasota, FL | Art Director | February 2017 – June 2019

Partnering with clients across the travel and experiences sector, a provider of branding and creative, content creation and distribution, digital development and revenue generation programs where I was responsible for:

- Partnering with internal teams and 3rd party creatives, illustrators, writers and motion designers to iterate digital and print demand generation-focused campaigns.
- Uncovering opportunities for marketing growth across key accounts, boosting revenues by 10% each quarter.
- Overseeing development of brand building and market expansion focused visual content.
- Maintaining an omni-channel messaging consistency in 13 languages.
- Measuring campaign success against anticipated KPIs and ROI metrics.

NINETY9CENTS

Cape Town, South Africa | Senior Art Director | January 2015 – June 2016

Servicing key retail partner accounts, key impact included:

- Managing asset development across numerous online and offline touchpoints and campaigns focusing on client brand awareness and consumer demand.
- Helping develop client creative budgets, monitoring and addressing variance.
- Leading efforts to increase market share by developing and driving execution of client marketing and communication plans.
- Consulting with and coaching clients; involving them in the creative process.
- Championing multi-channel B2C client marketing and branding; supporting client sales and business development activities.
- Approving all artwork, mockups and print media layouts prior to publication.
- Personally managing photo shoots and serving as Director of TV commercial filming sessions.

THE FOSCHINI GROUP

Cape Town, South Africa | Art Director | January 2013 – December 2014

Growing across the UK and Australia, the largest retail group in South Africa with 30 major fashion, accessories and homeware brands with almost 4500 outlets in over 25 countries where I was tasked with:

- Project managing and steering the launch of the company's first ever interactive digital campaign that boosted sales levels by 32% within four weeks.
- Designing experiential marketing and in-store branding events to increase brand awareness and garner consumer attention.
- Leading creative and content development team talent acquisition while monitoring external creative team compliance to SLAs and quality standards.

EDUCATION

National Certificate in Graphic Design (2008)

College of Cape Town | Cape Town, South Africa

National Certificate in Art and Design (2007)

College of Cape Town | Cape Town, South Africa

National Certificate in Design Foundation (2006)

College of Cape Town | Cape Town, South Africa

TECHNICAL SKILLS

Adobe Creative Suite | MS Office Suite | Graphic Design | Video Editing | Photography | Project Management Tools | Branding and Identity

LANGUAGES

Fluently bilingual in English and Afrikaans

Formal References Will Be Provided Upon Request