

Monica Brusenbach

#### **IDEA GENERATION + CONCEPT**

Combining idea generation with strong concept evaluations that lead to strong visual experiences on any design platform whether static, motion or video.

#### **COMMUNICATION + DIRECTION**

I work within exceptional teams of designers, writers and illustrators; and work cross functionally to meet and exceed goals. I spend a large amount of my time mentoring talent, strategizing with stakeholders and overseeing the creation of materials across many platforms.

*I am always up for new challenges. I believe that if you do not step out of your comfort zone, you'll never truly know what you are capable of creating.*

#### **EXPERIENCE**

10-2021 to 10-2025

##### **ABBVIE**

Artwork Developer

- Ran the Creative Extension Program for the Global Label Management division of AbbVie. This being an expansion project that brought creative work done by outside agencies to AbbVie's internal Global Artwork Development group. High level of directional interaction with Brand Marketing Teams to establish packaging and labeling goals that GAD could complete in-house.
- Created in-house presentations for Global Label Marketing and Global Artwork Development.
- Led the team for Juvederm re-branding and creation of design branding guide.
- Assisted in collateral and packaging projects for Global Label Management.
- Executed design and layout changes through approved redlines, technical documents, die line and drawing updates within set FDA guidelines.
- Created illustrations for instructions and marketing materials.
- Assisted in process alterations and creation for Juvederm cartons, Directions For Use (DFU) and labels.

04-2019 to 09-2021

##### **PURPOSEBUILT BRANDS (Formerly Weiman Products)**

Videographer/Editor - Content Designer

- Researched and directed the design team for Weiman's Banner Ad and "9-Tile" Amazon algorithm refresh program, maximizing the use of visual product tiles which increased sales by 20% on the Amazon platform after introduction.
- Designed, sourced materials and equipment and constructed an in-house photography and video studio capable of hosting visual functions from product photography to full scale video shoots, thus increasing efficiency and reducing costs.
- Led ideation meetings for development of scripts and storyboards for various shoots. Additionally, created storyboards for brand manager and VP approvals before building out sets and environments.
- Exclusively created video capture for all brands within the PurposeBuilt Brands portfolio and was the sole editor, using innovative and dynamic editing techniques. Additionally, worked all voice over and audio background tracks to final video output.
- Directed video production crews when needed. Negotiated with outside vendors and talent agencies for on-camera talent as well as voice over work. Directed and coached on-camera talent during shoots.

- Scheduled kick-off meetings and collaboratively worked with cross team members from social media and brand managers to ensure brand identity was maintained throughout production and post-production of all videos, lifestyle images, online marketing, and banner ads.
- Researched and tracked trends and made decisions on what platforms would get the best play on video content; uploaded and distributed newly created videos and lifestyle photography.
- Created and refined the content creation guidelines, from ticket creation to completion of content assignments which streamlined project requests.

10-2017 to 04-2019

#### **CREATIVE CIRCLE**

Freelance/Contract Designer with Weiman Products

- Packaging design and production; product photography and image retouching per post-production needs.
- Videography and post-production for social media campaigns and YouTube Channel Videos as well as shooting brand videos.
- Led creative meetings for digital design: static, motion and video social media campaigns for Facebook, Instagram and YouTube which increased overall social presence and awareness.
- Demonstrated the ability to deliver photography and video for social media projects while working on other digital projects such as landing pages and banners.
- Helped to assist in the creation and redirection of Data Access Management system.

02-2014 to 09-2017

#### **SOUTWIRE CORPORATION**

Art Director + Designer

- Worked collaboratively with brand marketing, product management, to help build comprehensive digital programs and develop road maps for future branding and digital concepts.
- Led a team of four domestic and two overseas designers.
- Built and maintained brand consistency and document guidelines for Southwire, Woods, and Yellow Jacket brands.
- Responsible for setting the overall re-branding design across print and digital platforms and all visual brand languages.
- Conceptualized, scouted locations, and directed lifestyle product photo shoots.
- Created and implemented a proofing and approval program for all materials produced by graphics.
- Ensured brand consistency on packaging proofs from vendors per set color and typographic guidelines.

#### **SOFTWARE**

Artwork Management System (AMS), Text Verification Tools (TVT)

InDesign + Illustrator + Photoshop + Lightroom + Premier Pro + After Effects

Word + Excel + Power Point + Various support applications

#### **INFORMATION**

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