



CONTACT

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Charlotte, North Carolina
917.647.0160

KEY SKILLS

Brand Development, Creative Direction,
Digital & Print Design, Multi-Channel
Marketing, Campaign Strategy,
Team Leadership, Process Optimization,
Cross-Functional Collaboration

EDUCATION

North Carolina State University,
Bachelor of Arts (BA), Graphic Design

Nielsen Norman Group (NN/g),
UX Interaction Certification, 2021

DesignLab, AI in Visual Design Course, 2025

APPLICATIONS

ADOBE CREATIVE SUITE

InDesign, Photoshop, Illustrator,
Premiere, AfterEffects, Express

GENERATIVE AI TOOLS

MidJourney, ChatGPT, Runway,
Flux, Dall-E, Imagen

UX & PRODUCT DESIGN

Figma, InVision, Sketch, Webflow

PROJECT MANAGEMENT & COMMUNICATION

Microsoft Office, Google Workspace, Miro,
Monday.com, Workfront, Slack, Zoom

PORTFOLIO

Available upon request.
Online portfolio is available at
carlyblakedesign.com/projects

CARLY BLAKE CREATIVE DIRECTOR | DESIGNER

Accomplished creative leader with a proven record of building and guiding high-performing teams for global consumer brands. Expert in shaping creative strategy and brand positioning while delivering integrated, multi-channel campaigns that drive engagement and revenue growth. Adept at balancing strategic oversight with hands-on execution, streamlining creative operations to boost efficiency, and optimizing budgets to maximize impact. Recognized for exceptional leadership, cross-functional collaboration, and the ability to transform complex business objectives into compelling visual narratives.

EXPERIENCE

ELECTROLUX GROUP, CREATIVE LEAD

JUNE 2023-JULY 2025, CHARLOTTE, NC

Led the internal creative services team for two global appliance brands, Frigidaire and Electrolux, overseeing campaign development across awareness, conversion, e-commerce, social, and retail channels. Built and scaled a team of five, introducing a streamlined briefing, routing, and approval process that significantly improved efficiency and delivery speed. Balanced strategic oversight with hands-on execution across all brand touchpoints.

- o Developed the brand identity and campaign materials for the 'Stone-Baked Pizza' oven, including logo, brand guidelines, paid/organic media, e-comm content, and in-store experience.
- o Transitioned key deliverables from external vendors to in-house production, saving over \$300K annually.

EPSILON, SENIOR ART DIRECTOR

FEBRUARY 2022-JUNE 2023, REMOTE

Led digital creative for Horizon Therapeutics across enterprise websites, email campaigns, mobile-first initiatives, and social media advertising. Partnered with cross-functional teams from concept through launch to ensure brand consistency and high-quality execution. Regularly presented strategies and creative solutions to agency clients, strengthening relationships and driving alignment.

- o Successfully redesigned and launched client websites with a fully remote team, building strong global collaboration and consistently meeting deadlines.

FORBESBOOKS, CREATIVE DIRECTOR

DECEMBER 2019-SEPTEMBER 2021, CHARLESTON, SC

(SENIOR DESIGNER (PROMOTION), SEPTEMBER 2017-DECEMBER 2019)

Directed all client-facing brand and marketing execution across digital and print platforms. Managed and mentored the design team, while establishing and enforcing creative standards and process workflows. Acted as cross-department liaison, aligning production schedules with internal and external partners.

- o Spearheaded a high-performing campaign for finance coach Ande Frazier, resulting in +3.8M Facebook impressions, +1.5M Twitter impressions, +400K Google impressions, +2K site conversions, +2K top-funnel leads, +1K newsletter sign-ups.

EXPERIENCE, CONTINUED >



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EXPERIENCE, CONTINUED

L'ORÉAL, ART DIRECTOR

MARCH 2014-MAY 2017, NEW YORK, NY

Concepted and executed merchandising strategies across two leading salon brands, Redken and Pureology. Built and led a creative team while partnering closely with marketing and vendor partners.

- o Overhauled Redken's color merchandising at SalonCentric stores, generating \$2.1M in additional profit and 68% ROI in the first year.
- o Partnered with Ulta to lead and expand a full-scale retail merchandising transformation across store locations.

VARIOUS CLIENTS, ART DIRECTOR/DESIGNER

JANUARY 2012-FEBRUARY 2014, NEW YORK, NY

Clients: Food Network, Bath & Body Works, Redbook, NY Magazine, Peter Thomas Roth, Walgreens.com. Delivered branding, packaging, digital, merchandising, and event creative for major consumer and media brands.

- o Developed TV show brand identities for various Food Network shows.
- o Designed and launched a custom stationery line and marketing campaign for Bloom Stationers via Walgreens.com.
- o Concepted packaging for seasonal Bath & Body Works products.

MARTHA STEWART LIVING OMNIMEDIA, ART DIRECTOR

SEPTEMBER 2006-OCTOBER 2011, NEW YORK, NY

Led design initiatives across corporate communications, editorial, TV, and retail merchandising. Art directed photo shoots, produced event collateral, and developed visual identities for major initiatives.

- o Created ad campaigns and branding for *The Martha Stewart Show* and other Martha Stewart TV specials.
- o Collaborated directly with Martha Stewart on the design and production of event-related collateral.