

PORTFOLIO  
emmaferguson.xyz



# Emma Ferguson

## CREATIVE LEADER

Hi! I'm Emma, a detail-oriented creative experienced in implementing systems for efficiency and collaboration. With a background in Brand Marketing, I've spent most of my career shaping the Red Hat brand, a \$34B tech company acquired by IBM, and most recently at the iconic Ford Motor Company. I'm known for my empathetic approach to bridging the gap between in-house creative teams and organizational partners, while managing a wide range of operational touchpoints to help advocate for and bring creative projects to life. Eager to contribute strategic focus and operational excellence to a dynamic environment, I bring a proven record of proactive process improvement and collaborative project execution.

## CONTACT

**EMAIL** | emma@emmaferguson.xyz

**PHONE** | 919 260 7572

**LOCATION** | Raleigh, NC

## SKILLS

- ▶ Creative Leadership
- ▶ Project Management
- ▶ Brand Strategy
- ▶ Strategic Planning
- ▶ Systems Design
- ▶ Brand + Identity Design
- ▶ Templates/Guidelines
- ▶ Printing/Licensing
- ▶ Logistics
- ▶ Resource Management
- ▶ Social Media Marketing
- ▶ Graphic Design

## EDUCATION

### NORTH CAROLINA STATE UNIVERSITY

August 2012 - December 2015

Bachelor of Graphic Design

University Honors Program

MBA Consumer Innovation Practicum

## WORK EXPERIENCE

### GLOBAL SENIOR BRAND DESIGNER | FORD MOTOR COMPANY

May 2024 - Present

Develops and implements strategic vehicle brand identities that resonate with customers and drive consistency cross-portfolio

Responsible for documenting and socializing all brand-on-vehicle executions, brand identity systems, and product expression guidelines for a global design organization

### CREATIVE MANAGER, SOCIAL MEDIA | ADVANCE AUTO PARTS, INC.

April 2022 - November 2023

Collaborated with cross-functional teams and marketing partners to modernize creative content on social platforms, resulting in 25% increase in channel growth

Led the creative development of brand-forward social campaigns, brand activations, and an internal branded merchandise program

Managed a team of designers and creative content specialists, developing creative briefs, project timelines, and managing resourcing for successful project delivery

### ART DIRECTOR, BRAND | RED HAT, INC.

October 2021 - April 2022

Led ideation, implementation, and documentation of visual system solutions in alignment with brand strategy

Developed brand standards and led training sessions to enable designers, agencies, and associates to execute on brand systems

Collaborated cross-functionally with teams across the company to solve a wide range of marketing challenges in creative ways

### SENIOR BRAND DESIGNER | RED HAT, INC.

February 2021 - October 2021

### BRAND DESIGNER | RED HAT, INC.

December 2018 - February 2021