

# Fiona Mushi

ART DIRECTOR / CREATIVE STRATEGIST

## EDUCATION

M.S. Integrated Marketing  
**New York University**  
Class of 2017 | GPA: 3.9

B.A. Advertising & PR  
**Chapman University**  
Class of 2013 | GPA: 3.8  
Magna Cum Laude  
National Honors Society

## REFERENCES

Available upon request.  
Key contacts from:

## CORE COMPETENCIES

- Exec & C-suite Presentations
- Creative Direction
- Visual Strategy
- Performance Marketing
- Paid Social Campaigns & Landing Pages
- Brand Systems & Templates
- Presentation & Deck Design (Sales + Investor)
- Campaign Concepting & Development
- Cross-functional Collaboration (Growth, Product, Analytics)
- Adobe Creative Suite (PS, AI, ID), Figma, Canva
- Web Tools: Webflow, Figma Web Editor-X, Wix

## PORTFOLIO:

fionamushi-portfolio.webflow.io

## OBJECTIVE

**Art Director & Creative Strategist** with 8+ years of experience leading performance-driven campaigns, pitch materials, and cross-channel creative for global brands. Expert in visual storytelling, growth-focused design, and turning complex ideas into clear, compelling narratives. Thrive in fast-moving, remote-first teams and bring a strategic, hands-on approach to creative leadership.

## EXPERIENCE

Nov 2019 – present • *Remote*

### Sr Art Director & Digital Creative Strategist • A+E Global Media

- Lead a nimble team of designers and creative strategists delivering high-impact digital products for C-suite and cross-functional departments.
- Distill complex business strategies into clear, impactful visual storytelling for executive leadership and the President's Office.
- Design and direct high-stakes pitch and campaign creative for global partners including Disney, Netflix, Hulu, and Samsung—elevating clarity and message impact.
- Managed the full creative lifecycle—concept to execution—of a global campaign and event experience at MIPCOM, one of Europe's largest media industry events, leading strategy, theme, and design execution across time zones and language barriers, resulting in a successful activation that deepened key media relationships.
- Built scalable design systems and brand guidelines for the organization to foster creative consistency, rapid iteration, and cross-functional alignment in a fast-paced environment.

December 2024 – present • *Remote*

### Design Specialist • Evercore • Part Time

- Collaborate directly with bankers, analysts, and deal teams to transform dense, complex financial data into visually compelling, strategically aligned content.
- Work under fast-turn, high-pressure timelines where accuracy, confidentiality, and visual polish are critical.
- Apply design thinking to financial storytelling, balancing data visualization, strict brand guidelines, and persuasive framing to clarify investment narratives.

March 2018 – present • *Remote*

### Freelance Designer

- Deliver strategic marketing creative and deck design to high-growth startups and Fortune 500s including McDonald's, Dropbox, and PepsiCo.
- Design targeted visual strategies across digital touchpoints including social, web, and product.

Mar 2019 – Nov 2019 • *New York, NY*

### Presentation & Design Specialist • Tilting Point

- Designed investor and internal decks supporting growth strategy and game acquisitions.
- Drove full rollout of company rebrand, aligning performance creative across departments.
- Launched and managed an internal communication strategy with a monthly newsletter.

Mar 2019 – Nov 2019 • *New York, NY*

### Event Marketing Coordinator • Allied Experiential

- Worked on the creative strategy and execution for 10+ national activations per quarter for clients like Amazon, HBO, and UNICEF—boosting engagement by an average of 25% through cross-channel campaigns, pitch decks, and on-site team direction.