

## SHEILA BUTLER

Professional creative leader with 20 years of experience in design and digital media. Skilled in relationship-building and team concept development with extensive experience in both design and development. Excellent interpersonal, written, and verbal communication skills allow me to effectively and efficiently lead a team from creative concepts to execution.

## PROFESSIONAL EXPERIENCE

### Trade School | Creative Automation Director | 2020 - present

Lead creative team in the development and duplication of digital content across several channels for The Home Depot. This includes, but not limited to display units, digital banners, social media, and design templates.

- Development of custom solutions with in-depth understanding and expertise of select technologies based on client and agency needs.
- Review, audit, and optimize creative campaigns to ensure accuracy, functionality and maintain brand standards.
- Provide day-to-day oversight of creative technology operations and execution of strategic vision for innovative growth.
- Provide effective direction through all phases of digital executions - internally and with external partners.
- Leader in creative problem solving and the ability to thrive in an ever-changing, often chaotic, fast-paced creative environment.
- Digital visionary who identifies growth opportunities for the agency.
- Govern technology system preferences and configurations, constantly testing new ways of working.

### Allstate Corporate | Digital Art Director | 2015 - 2020

- Creative lead in establishing digital brand standards and guidelines.
- Digital brand governance
- Development of concepts and execution of designs to meet business needs.
- Responsible for creating an in-house digital display department, increasing production while substantially cutting marketing budgets.
- Develop and implement Allstate digital workflows. As a result, workflow efficiencies increased by 50-70%.
- Creative and technical lead for personalized advertising.
- Development and execution of branded social advertising.
- Lead in creative testing strategies. Increased digital engagement rate by 32%.
- Creative lead in digital animations across multiple AOR's.
- Build and manage animation portfolio to re-purpose across multiple creative avenues.
- Design and develop animated mobile app takeovers.
- Provide guidance and best practices for creative hand-offs.
- Work with development teams to implement strategic efficiencies.
- Building unbreakable, internal relationships across key departments.

### General Growth Properties (independent contractor) - 2014 - 2015

Design and program various luxury mall websites. Responsibilities included but not limited to:

- Web design
- Programming
- Responsive site development
- Animation
- Mobile platform development
- Cross platform / browser testing

### Goodegg Interactive Inc. (owner) - 2005 - 2014

Provided extensive design and programming services to top agencies, clients and brands; bringing unique solutions to each assignment. Services and assignments include: Project Manager, Creative Director, Designer and Programmer. Also provided testing, delivery and maintenance between technology, design and strategic communications.

## CONTACT

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sbutler@goodegg.net

## PORTFOLIO

<http://goodegg.net>

## KNOWLEDGE

Sketch  
Adobe Creative Suite  
Photoshop  
Illustrator  
After Effects  
Greensock  
RevJet  
DCO  
Facebook Ads Manager  
Sublime

## EDUCATION

BFA - Eastern Illinois University