

ERIKA FREBER

www.erikafreber.com • efreber@gmail.com • 202-651-1001

CREATIVE DIRECTOR | SENIOR ART DIRECTOR

Visionary Art Director with 20+ years of comprehensive experience within in-house and agency environments. Conceptualizes and executes groundbreaking marketing initiatives that generate over \$5 billion in annual sales growth. Develops and drives innovative, trend-setting creative projects. Fosters collaborative cultures with top performing creative teams. Strengthens operational processes through continuous improvement enhancing business efficiency. Nurtures emerging talent and provides transformational leadership.

CORE COMPETENCIES

Creative Strategy	Art Direction	Advertising	Design Trends
Visual Storytelling	Graphic Design	Team Leadership	Project Management
Branding	Brand Management	Corporate Identity	Customer Journey
Concept Development	Campaign Development	Visual Presentations	Photography
Design Thinking	Client Relations	Marketing	

PROFESSIONAL EXPERIENCE

TOTAL WINE & MORE

Art Director | 2019 - Present

- Manages and mentors a top-performing creative team respected for innovation and execution.
- Collaborates cross-functionally across all marketing departments including promotions, loyalty and grand openings.
- Develops monthly campaigns in alignment with company's 360 plan, ensuring on-brand messaging and visuals across channels, including email, signage, print, and web.
- Partners with digital team to enhance content and integrate customer journey insights exceeding KPIs.

Achievements:

- **Developed largest loyalty ad campaign.** Increased enrollment in 2 weeks by 21,000 new people.
- **Internalized Cocktail of the Month photography.** Provided technical photography training to designers across all channels, saving \$60K/year.
- **Led the creative redesign of a contemporary gift card series with 30+ options.** Achieved a \$14M/year increase in sales through upscale and modern creative solutions across print and digital channels.
- **Created a new Delivery brand strategy and design system solving program concerns raised by CEO/owners.** The flexible messaging system was rapidly adopted rapidly across the enterprise and achieved an 8% increase in new Delivery customers in less than one year.
- **Designed a captivating sign system increasing sales to the company's Top 30 spirit brands — a corporate prime objective.** Partnered with executive leadership on system development and collaborated with sign manufacturers in the design of innovative brand structures and lighting.

FATHOM CREATIVE AGENCY

Senior Brand Designer & Project Manager | 2017 - 2019

- Led the development of new branding concepts from inception to completion for small to mid-sized firms and non-profits.
- Selected to serve on the Weber Shandwick pitch team, pivotal in winning new clients — including Harry Potter, Bud Light, and Ritz Crackers — with a combined value of over \$100M, by developing innovative marketing ideas and visually compelling mockups, solidifying Weber Shandwick's position as a leading communications agency.
- Created modern, fresh, and approachable brand identities for companies, enhancing membership and participation for event-based brands and increasing sales for others.
- Revitalized outdated brands and drove increased engagement and revenue through strong problem-solving skills and the ability to think creatively to develop effective brand strategies and solutions.

NATIONAL BUSINESS AVIATION ASSOCIATION

Art Director & Photographer | 2006 - 2017

- Created a new print and digital publication from scratch, increased member engagement and the development of ad revenue driving company revenue to over \$200k annually.
- Supported partnership programs and developed materials for a membership base of 30,000.
- Fostered a creative and collaborative work environment.
- Updated NBAA's brand with distinctive creative design and modern photography, elevating its perception.
- Applied project management skills to drive strategy, leadership, and creativity. Played a key role in the 3rd largest convention with a significant industry presence.
- Led company rebranding efforts with proficiency in both print and digital design processes.
- Created event materials, signage, promotions, and advertisements for seven different conferences a year, including the 3rd largest conference in the country.
- Collaborated with photographers on photoshoots and personally developed photography skills. Brought photography in-house; captured aviation in a modern and appealing light, producing images still in use today.
- Recognized for award-winning design and increased engagement. Developed marketing materials leveraged for advocacy purposes, influencing Congress for the aviation industry.

ENTREPRENURIAL EXPERIENCE

ERIKA FREBER DESIGN

Owner & Art Director | 2001 - 2021

- Provided expert creative direction, strategic guidance, and brand management for a diverse range of national and local brands, including McDonald's, EPA, FEMA, Arbonne, OPP, World Bank, and others.
- Delivered impactful campaigns and effectively improved client brand recognition, engagement, and revenue growth.
- Collaborated with architects on the Redbox McDonald's project, a self-service convenience store, and DVD concept. Led the development of design, creative elements, and signage, contributing to the project's overall success.
- Defined project scope, objectives, timelines, and final deliverables in collaboration with clients, ensuring alignment with their goals and objectives.
- Fostered strong relationships through exceptional service, communication, and delivery of high-quality creative solutions.
- Worked closely with cross-functional teams, including designers, copywriters, and production specialists, to ensure seamless execution and successful project outcomes.
- Maintained up-to-date knowledge of industry trends, emerging technologies, and best practices to provide innovative and cutting-edge creative solutions.

EDUCATION

Bachelor of Fine Arts, Minor in Graphic Design
James Madison University | Harrisonburg, VA

SOFTWARE

Adobe Creative Suite, WordPress, Trello, Figma, Microsoft Office Suite

AWARDS

Folio: Eddie and Ozzie, Graphic Design USA, Azbee, Hermes, International Academy of Visual Arts, APEX and ASAE Gold Circle Award, Association Media and Publishing

SOCIAL MEDIA

www.linkedin.com/in/erika-freber
www.instagram.com/efreber

INTERESTS

Animals, Food, Wine, Art, Design and WiFi