

# JILLIAN DI BENEDETTO

*Global Design Leader*

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Miami, FL (remote)

I'm a highly creative and results-oriented Senior Design Leader with over 15 years of experience in leading visual design and branding strategies for Direct-to-Consumer (D2C) marketing campaigns. Specializing in creating compelling, visually engaging content that drives customer acquisition, retention, and revenue growth.

As a creative leader, I thrive on transforming big ideas into visually compelling experiences that resonate with audiences and elevate brands. My approach blends creativity with strategy, ensuring that every project not only tells a powerful story but also drives results. For me, design isn't just about making things pretty—it's about making them powerful. I turn ideas into visuals that don't just sit there but speak, engage, and inspire. I believe great design happens where storytelling meets strategy—where every color, every layout, every pixel has a role to play.

## *Work Experience*

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Robert Half, Digital  
Solutions Team  
2024-Present  
(remote)

### *Design Director*

- **Cross-functional Collaboration:** Led the successful rebranding of over 4,000 documents across multiple departments, ensuring consistency with the company's new visual identity and messaging. Developed and implemented a scalable process for updating and distributing rebranded materials, reducing turnaround time by 30%.
- **Global Management and Mentorship:** Provided global management and mentorship to over 25 designers, photo retouchers, and copywriters across multiple regions, fostering collaboration, driving performance, and supporting professional development.

MOD/Intelechy  
2022-2024  
Austin, TX (remote)

### *Associate Design Director*

- **Enhanced User Experience through Research:** Spearheaded user research and usability testing initiatives, achieving a significant 15% reduction in user errors and a 10% uplift in user satisfaction scores through targeted design improvements. Worked closely with copywriters and marketers to create cohesive and persuasive messaging across all D2C channels, leading to a 20% boost in brand awareness.
- **Leadership in Design Standardization:** Led the creative direction for a range of D2C marketing campaigns, driving a 40% increase in online sales through visually compelling digital content, landing pages, email marketing, and social media ads.

Protiviti Digital  
2019-2022  
Seattle, WA (remote)

### *Principal Designer*

- **Design Excellence and Brand Integrity:** Developed and executed creative concepts for digital D2C campaigns, contributing to a 50% year-over-year growth in client sales by designing high-impact visuals for e-commerce websites, email newsletters, and social media.
- **Innovative Creative Concepts:** Led brainstorming sessions with cross-functional teams to develop innovative creative concepts, improving brand positioning and customer outreach.

2018-2019

### *Senior Designer*

- **Project Management Expertise:** Oversaw the execution of all design projects, ensuring excellence and maintaining high-quality standards from start to finish.
- **Impactful Product Launch Campaigns:** Analyzed consumer behavior and market trends to refine marketing strategies, improving targeting precision and increasing customer engagement by 25%.

Freelance  
2014-2018  
Miami, FL

### *Principal Designer*

- **Strategic Campaign Development:** Orchestrated integrated marketing campaigns for premier brands in the healthcare and hospitality sectors, boosting brand awareness by 35% and increasing sales by 20%. Managed PPC campaigns and social media ads for D2C clients, improving click-through rates (CTR) by 20% and lowering cost-per-acquisition (CPA) by 15%. Clients included notable names like Norwegian Cruise Lines, Baptist Health, and Hawks Cay Resort.
- **Revenue Growth through New Business:** Successfully developed and pitched new business proposals, securing over \$5 million in client revenue. High-profile projects included work for Marca Miami, Diaz and Cooper, and CareCloud.
- **Web Design and Digital Enhancement:** Supported client onboarding and managed digital campaigns for D2C product launches, resulting in increased customer awareness and strong initial sales. Projects included enhancements for clients like Greater Miami (city of Miami Beach) and Nuvo Suites Hotel.

M8  
2012-2014  
Miami, FL

### *Senior Art Director*

- **Campaign Execution and Sales Growth:** Designed and implemented impactful marketing campaigns for major clients, including Sony, achieving a 15% increase in sales through strategic planning and execution. Analyzed customer data to identify buying patterns, tailoring marketing campaigns that led to a 25% increase in average order value (AOV).
- **International Team Leadership:** Directed a remote team based in Argentina, managing project timelines and coordinating across time zones to deliver high-quality results efficiently.

Publicis Sapient  
2007-2012  
Miami, FL

### *Art Director*

- **Strategic Advertising Campaigns:** Spearheaded national advertising campaigns for high-profile automotive brands like Dodge and Chrysler, achieving a 30% surge in website traffic and a 20% increase in user engagement through innovative marketing strategies.
- **Elite Pitch Team Leadership:** Selected as a key member of the Pitch Team, a specialized group dedicated to crafting and presenting new business pitches. Contributed to an impressive 85% win rate over a two-year period from 2009 to 2011, significantly enhancing company growth and client acquisition.

### *Education*

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Miami Ad School  
*Portfolio Program*  
Art Direction  
2005-2007

University of Florida  
*Bachelor of Science*  
Advertising  
2001-2005

### *Technical Skills*

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- **Web Design & UI**  
Figma, WordPress, Webflow, Hubspot, Zoho, Squarespace
- **Adobe Suite**  
Photoshop, Illustrator, Indesign, Dreamweaver, Acrobat
- **Microsoft Office**  
Word, Excel, Powerpoint
- **Presentation Design**  
Keynote, Google Slides
- **Email Marketing**  
Mailchimp, Zoho, Hubspot, Constant Contact, ActiveCampaign
- **Social Media Ads**
- **Generative AI Tools**