

San Luis Obispo, CA
(805) 235-3703

PAMELA LEE

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CREATIVE DIRECTOR

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA)

Project Management, University
of Grantham, Lenexa, KS

BACHELOR OF SCIENCE, GRAPHIC COMMUNICATION

Graphic Design Concentration,
California Polytechnic State
University-San Luis Obispo

COMPETENCIES

Design & Creative Direction for
Global Brands



Creative Storytelling, Art
Direction, Digital Communica-
tions, & Content Development



Agency & In-House Creative
Team Management



Setting Clear Creative Direction
& Improving Creative Processes



On-Time & Under Budget
Project Delivery



PROFILE

Creative director with more than a decade of experience balancing business goals and best-in-class creative. Known for bringing the global brand strategy, story, and purpose to life through brand identity and visual presence across diverse channels and thought leadership in building scalable design systems for brand, evergreen, and sponsorship moments, leading to 34% international and 13.9% domestic market growth. Recognized as an adaptable bridge-builder between organizations, agencies, and consumers, ensuring the most impactful & consistent representation of brands in digital, packaging, print, & other collateral.

EXPERIENCE

ITW GLOBAL TIRE REPAIR | SAN LUIS OBISPO, CA | 2013 – PRESENT

An aftermarket automotive company with three offices worldwide, 108 associates, and four brands.

Project Manager – Creative | 2021 – Present

Guide the creative vision throughout the project lifecycle to ensure concept and design decisions benefit user and business needs. Utilize agency resources and one direct report to ensure timely creation of assets, advertisements, presentations, partner marketing creative, and other creative assets for new products. Inspire, support, and work with cross-disciplinary teams to meet design and innovation objectives and strategies.

- 83% lift in display revenue won by creating compelling creative that motivates the target audience; \$7.5M in 2021 display revenue.
- 34% international growth in 2021 realized by constructing the positioning, messaging, and narrative of the brand, product launches, and campaigns.
- Appointed as the ITW IGNITE Creative Group President 2021 by the leadership team.
- 34% lift in brand awareness accomplished by managing the communications process with the team, setting the tone for how audiences perceive content wherever they experience it.
- Won the 2021 Walmart Automotive Supplier of the Year award for achievements in innovation, fill rate, pricing, displays, and promotions.
- 13.9% market growth in 2021 reached by aligning strategies, consistent across all consumer touch-points, tapping into innovation and experimentation, and delivering appealing packaging for audiences.

COMPETENCIES

Digital, Packaging, & Print
Campaigns



Consumer Packaged Goods



CAREER NOTE

2001-2012: Additional experience as Creative Director with Web Feet Integrated Marketing and Owner of Pamela Lee, Freelance Graphic Designer.

EXPERIENCE

Senior Graphic Designer | 2013 – 2021

Led a team through all stages of creative work from conceptualization to execution; oversaw the creative ideation and execution for 500+ domestic and international SKUs, display projects, and all new and existing product packaging. Incorporated the latest creative trends to drive incremental performance as measured by web/ad clicks, conversions, sales, and brand lift.

- \$4.1M revenue earned by developing creative concepts using strategic thinking that resulted in compelling packaging, campaigns, and creative work.
- Selected for multiple achievements, including Best New Packaging and Image Awards for executing creative campaigns with a strong eye for design and delivering high-quality creative on various budget levels and timelines.
- 250 annual hours saved by building an in-house digital asset management system for internal teams and customers, eliminating requests for digital assets; articulated and sold big ideas to senior leadership.