



# SUSAN BURKE

## CREATIVE DIRECTOR

**PROFILE:** I'm a creative with over fifteen years of experience delivering innovative solutions for brands, consumer packaged goods, and shopper marketing. A leader, mentor, strategic thinker, and relationship builder—I work to solve problems for clients with inspiring creative that brings people and brands together. I believe in staying curious, finding inspiration wherever I can find it, and telling emotional stories that make connections.

### CONTACT

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Cincinnati, Ohio

### EXPERTISE

- Adobe Creative Suite
- Branding & Identity
- Campaign Development
- Collaboration
- Copywriting
- Food Styling
- Illustration
- Leadership & Mentorship
- Multi-Category Experience
- Package Design
- Photography Direction
- Presentation & Storytelling
- Shopper Marketing Principles
- Strategy

### AWARDS

**Silver ADDY 2021-2022**  
Herbal Essences, Renew the Forest, Corporate Social Responsibility - Marketing & Specialty Advertising

**Silver ADDY 2019-2020**  
Herbal Essences, Flourish with Pride - Integrated Advertising Campaign

### EXPERIENCE

#### **CREATIVE DIRECTOR, Jeff Ruby Culinary Entertainment Cincinnati, Ohio | 2022-Present**

- First-ever Creative Director for nationally acclaimed, family-owned, fine dining restaurant group
- Creative lead for all luxury steakhouses across Ohio, Kentucky, and Tennessee
- Lead and develop creative and marketing content for key programs across digital, print, copywriting, photography, video, social, and more
- Establish and maintain brand(s) visual guidelines including creating and/or directing all graphic design both internally and externally
- Direct on-location photoshoots specializing in food, beverage, and showcasing chef-driven storytelling
- Provide team leadership through thoughtful project approaches, processes, brainstorming, organization, and cross-department collaboration
- Manage and mentor project manager and social media manager
- Collaborate with chefs, sales, restaurant teams, agencies, and vendors to deliver on company goals
- Notable projects include: Led The Jeff Ruby Foundation rebrand. Led design and photography direction for record-setting 2022 gift card program. Set up social, sales tools, and photography toolkit for new event venue.

#### **CREATIVE DIRECTOR, Saatchi & Saatchi X/PG One Commerce Cincinnati, Ohio | 2013-2022**

- Creative lead for P&G Beauty and Hair Care team (*Olay, Pantene, Head & Shoulders, Herbal Essences, and Aussie*), Walmart (*Skin/PCC*) customer team, and Walgreens customer team, creating conversion-focused shopper marketing solutions for physical and digital retail spaces
- Led creative teams across businesses comprised of art directors, copywriters, and multimedia specialists
- Motivated, inspired, and ideated with team on creative concepting including: campaign development, key visuals, activation planning, in-store displays, digital executions (*livestreams, social assets, brand pages, basic/enhanced content, website design, display ads, etc*), and package design

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## EDUCATION

### XAVIER UNIVERSITY

*Master of Business*

*Administration: Marketing*

Expected graduation 2026

### COLUMBUS COLLEGE OF ART & DESIGN

*Bachelor of Fine Arts*

*Advertising & Graphic Design*

Minor: Copywriting

## INVOLVEMENT

*AAF Cincinnati Ad Club,  
Communications Board Member  
August 2021-April 2023*

*AAF Cincinnati Ad Club,  
Co-Chair Special Projects  
December 2020-August 2021*

## EXPERIENCE CONT.

- Collaborated with cross-functional team on project briefs, strategic planning, pre-media, and production
- Maintained strong client relationships, delivered award-winning work, and presented creative rooted in strategy to motivate behavior change
- Previous clients include: Proximo, Beam Suntory, Essilor of America, Wendy's, Del Monte, and Evenflo

*PROMOTIONS: Associate Creative Director 09/2016-12/2020;  
Art Director 09/2014-09/2016; Senior Designer 10/2013-09/2014*

### GRAPHIC DESIGNER, Interbrand Cincinnati, Ohio | 2010-2013

- Led and developed package design solutions, brand identities, and naming for major CPG brands (*The Wm. Wrigley Jr. Company, Mars Petcare, Procter & Gamble, Kroger, Dole Fresh Vegetables, and Kellogg's Special K*)
- Created strategically driven design principles and architectures
- Directed photography and styling across large SKU portfolios
- Managed projects from kickoff to implementation
- Notable projects include: Orbit Gum collectible initiatives, Special K Brand Redesign (*focus on Special K Nourish launch*), Pedigree Redesign (*wet, dry, and snacks*), Nice 'n Easy Redesign

### GRAPHIC DESIGNER, Summerfield Advertising Columbus, Ohio | 2009-2010

Designed identities, logos, and websites for small businesses and non-profit organizations

### GRAPHIC DESIGNER, Newport Blue San Diego, California | 2008-2009

Designed graphics for Men's surf apparel, catalogs, in-store signage, and conducted press checks for silk-screen production