

Philadelphia, PA
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610-360-6339

JILLIAN HANCOCK

www.jillianhancock.com

Senior Creative Designer with over a decade of experience leading creative teams to conceptualize, design, and produce captivating collateral, digital experiences, and multimedia content. Combining a keen eye for brand aesthetics with strategic vision, I excel in fostering cross-functional partnerships and delivering compelling marketing assets that drive revenue and resonate with audiences.

SKILLS

Digital Content Creation

Adobe Creative Suite

Brand Identity
Development

Email Marketing Design

Photography Direction

Video Content Strategy

Cross Functional
Collaboration

Leadership and Team
Management

Canva

EDUCATION

Boston University 2011

LINKS

[Portfolio](#)

[Linkedin](#)

CONTACT

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EMPLOYMENT HISTORY

MARCH 2017 - APRIL 2023

Creative Content Design Supervisor, LILLY PULITZER, KING OF PRUSSIA, PA

- Led the conceptualization, design, and production of collateral, advertising materials, and digital experiences consistently reflecting the company's brand identity and supporting the Communications strategy.
- Managed all internal retouching efforts, ensuring smooth execution from photoshoot to file delivery, adhering to brand standards, color accuracy, and product fidelity for enhanced online visibility.
- Executed all in-studio photography supporting marketing strategies aimed at attracting and retaining consumers.
- Established the company's video strategy and produced all video content for digital advertising, onsite, and social media.
- Collaborated with the social team to ideate and create engaging content aligned with brand positioning and platform goals.
- Cultivated strong partnerships with internal teams and external stakeholders, including producers and photographers.
- Created compelling, brand-aligned marketing emails and implemented strategic templating systems contributing to an annual revenue exceeding \$25M.

MARCH 2014 - MARCH 2017

Senior Designer, RUE LA LA, BOSTON, MA

- Created dynamic web content with a focus on the home and promotional sectors.
- Generated mood boards, curated prop lists, and conducted product selection for remote photoshoots requiring efficient communication and organization.
- Collaborated with cross-functional teams including art directors, copywriters, merchants, and producers to ensure seamless integration of design concepts into marketing campaigns.
- Led a team of junior designers, providing constructive design critique and mentorship, fostering their professional growth and development.

JUNE 2013 - MARCH 2014

Contract Designer, STAPLES INC., FRAMINGHAM, MA

- Designed print and web collateral including brochures, packaging, and advertising materials.
- Directed product photoshoots, aligned with brand aesthetics and marketing objectives.
- Illustrated storyboards for consumer-facing videos.

MAY 2012 - Dec 2012

Contract Designer, NEW BALANCE, BOSTON, MA