

# HEATHER VARKAROTAS

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## SUMMARY

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A highly proficient and innovative Art Director and Communications Designer, with a strong background in marketing campaign management, omni-channel campaigns, copywriting, graphic design, brand development, A/B testing, vendor management, advertising, training and development, and strategic planning. Demonstrates established capabilities in designing visual assets, managing email initiatives, and developing and executing creative direction across various platforms to ensure brand consistency and resonance. Leverages exemplary leadership, creative, and communication skills to enhance customer engagement, boost conversion rates, and maximize marketing and communication objectives.

## EXPERIENCE

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CPAP.COM, Stafford, Texas

**Lead Creative Communications Designer, 2015-2023**

Developed engaging, conceptual, and strategic omni-channel marketing campaigns. Led large-scale campaigns, developing creative, engaging, and effective copy, social, and email design assets, such as illustrations, animations, icons, and photography. Developed ideation and design for multiple emails in one campaign. Crafted and executed creative direction and design on emails, hero banners, Facebook, and SteelHouse ads, custom listing page banners, mastheads, direct mail, and order inserts while maintaining brand voice and look.

Took email from concept to scheduling, which included copy, design, HTML coding, subject line and pre-header development, and quality check. Applied A/B testing and checked metrics to enhance the impact of marketing campaigns. Managed and trained individuals on email and social ads. Communicated and collaborated with teammates on best practices. Directed and worked with contractors on marketing efforts while working with print vendors to produce printed marketing materials.

- Developed and designed weekly email campaigns (four email sends per week) that drove click-through and conversion rates (1.3%+), netting company \$75,000 to \$300,000 per week.
- Collaborated with teammates on email automation and personalization on certain campaigns to hit target goal of improving employee time efficiency and an increase on click-through rate.
- Email marketing campaign for 2022 encompassed a great customer experience, beating Q4 plan with actual \$4.2M versus \$3.8M, and also surpassing overall yearly plan.

FREELANCE, Houston, Texas

**Marketing Specialist, Art Director, Graphic Designer, Illustrator, Photographer, 2012-2015**

*Partial Client List: DisplayWorks, Repsol, Master Meter, Mascot Books, SmartVault, PROS*

Provided art direction and design of products, events, and promotional print materials, and created and executed corresponding marketing campaigns and communications. Developed working relationship with outside vendors. Worked in a fast-paced environment, managing several projects at once. Created trade show graphics. Wrote and illustrated several children's books.

- Achieved 2013 "Mom's Choice Award," honoring excellence for children's book illustrations in "Surprise in Auntie's Garden" (written by Ann Morris).
- Created marketing material for various clients.

## **ADDITIONAL EXPERIENCE**

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MARNELL COMPANIES, Las Vegas, Nevada, **Marketing Specialist, Art Director, Graphic Designer**, 2010-2012. Created and coordinated production of marketing campaigns and promotional communications through print, email, social media, and marketing collateral in accordance with approved marketing plan and objectives. Provided art direction, design, and layout of marketing collateral, branding books and covers. Created brochures and proposals for DX high-speed rail. Designed client logo for restaurant and club. Created custom artwork for hospitality clients. Provided art direction and design of photographic murals for sports bar and illustration for hospitality glass panel.

KGA ARCHITECTURE, Las Vegas, Nevada, **Marketing Specialist, Art Director, Graphic Designer**, 2004-2009. Established art direction and rebranding of corporate identity for firm. Held responsibility for event management, art direction, marketing campaign, promotional material, and coordination for trade show branding. Provided art direction and design of corporate website, and took initiative to keep information and documentation current and fresh at all times. Established art direction, design, and branding of hospitality clients' logos, restaurant menus, ads, and posters. Initiated, directed, and designed pro bono nationwide newsletter for Make-A-Wish Foundation, and designed a brochure for the Nevada Childhood Cancer Foundation.

FREELANCE, Orlando, Florida, **Art Direction, Graphic Design, Illustration, Photography**, 1998-2003. Provided art direction and design of brochures, flyers, ads, corporate identity, specialized graphics, and integrated marketing for trade show exhibits (banners and posters).

IXA SINGAPORE, Singapore, **Graphics Director**, 1997-1998. Provided art, advertising direction, and design of ad campaigns, integrated marketing, brochures, and specialized graphics for trade shows, banners, posters, ads, and digital imagery. Established art direction and design of marketing campaigns for clients' products in trade shows. Set sales goals and budgets.

CONTEMPORARY DESIGN SINGAPORE, Singapore, **Graphics Director**, 1995-1997. Provided art direction and design of brochures, ads, POS material, calendars, newsletters, posters, banners, and digital imagery. Established art direction and design of marketing campaigns for clients' products in trade shows. Curated sales and established clients.

DELMAR PUBLISHERS, Albany, New York, **Graphic Designer / Illustrator**, 1993-1995. Provided conceptualization and design of book covers, text design, and layout. Arranged art manuscripts. Set sales goals and budgets.

FREELANCE, Albany, New York, **Graphic Design and Illustration**, 1991-1993. Provided conceptualization and design of corporate collateral. Provided children's book illustrations, as well as sports illustrations for Beckett Publications' sports magazines.

PICO ART INTERNATIONAL, Singapore, **Graphic Designer**, 1989-1991. Created concepts and designs of exhibition posters and banners.

SPECTRUM COLOR GRAPHICS, Norwalk, Connecticut, **Graphic Designer**, 1988-1989. Provided conceptualization and design of brochures and POS material.

## **EDUCATION**

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UNIVERSITY OF BRIDGEPORT, Bridgeport, Connecticut, **Bachelor of Fine Arts**

- Eastern College Athletic Conference Award for Scholarship & Athletic Prowess.
- University of Bridgeport Student/Athlete Academic Award & Leader/Athlete Award.
- Tri-Captain on Women's Basketball Team – Full 4-year Scholarship.

## **TECHNICAL SKILLS**

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Adobe Creative Cloud Suite, Microsoft Office Suite, Google Suite, Salesforce, HubSpot, Midjourney, HTML.