



Deena Watson

Creative Professional

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PROFILE

Creative professional with 20+ years of experience, skilled in design direction and management, team-building and mentoring and all creative processes from concept to completion. Experienced in all creative development from print to motion and digital. Strong communicator with exceptional problem solving skills and leadership abilities. Responsible self-starter with drive to manage multiple projects and deadlines simultaneously. Extensive experience managing creative teams of designers, writers and project managers both in-house and outside agencies, recruiting, mentoring and evaluating performances and budgeting.

TECHNICAL

Extensive experience with Adobe Creative Cloud in both a Mac and PC environments. Considered by peers as a technology champion, often trouble shooting technical issues and requirements for entire design team, researching and keeping up to speed on all aspects of online collaboration and file sharing as well as providing appropriate specs and budgets for equipment purchases.

EXPERIENCE

Creative Director

Long & Foster | Christies International Real Estate

Sep 2011 – Present

Washington D.C. Metro Area

Lead a team of designers, project managers and contractors in the creation of brand and advertising campaigns for entire company across all media, from print to digital. Helped rebrand corporate identity and created updated brand guide to reinforce brand consistency across all media. Was responsible for all creative QC and production oversight as well as hiring and mentoring team members and providing performance evaluations and budgets.

Director, Brand Communications

e.magination network, Information Technology and Services

Mar 2008 – Mar 2010

Baltimore, Maryland

Was in charge of Brand Management for both web and print. Responsible for managing, designing visuals, editing, producing and delivering RFP responses for web design and development to all manner of business lines including Non-profit, Healthcare, Education and Government.

Creative Director

Coldwell Banker Residential Brokerage

Feb 1997 – Oct 2007

Columbia MD

Lead the Creative Team, designing and producing all manner of collateral and advertising materials, both print and digital. Was responsible for all print contracts, managing budgets, production, specifications, quotes and vendor/client relations including development and oversight of the companies online ordering platform for all branded sales and marketing materials. Had hands-on involvement of all design concepts through completion, providing photo direction, content gathering as well as copy writing and editing. Also responsible for team evaluations and reviews, recruiting and hiring.

EDUCATION

University of South Alabama, Bachelor of Fine Arts Graduated 1996

INDESIGN



90%

ILLUSTRATOR



80%

PHOTOSHOP



80%

ACROBAT PRO



75%

AFTER EFFECTS



35%

DREAMWEAVER



30%

Other software: Microsoft Office 365, Teams, Powerpoint, Excel, Nextiva App, Sharepoint, Syndeca, Robohead, Canva, Canto, Magnet Mail, Moxi Present, Wix, basic understanding of HTML, CSS and UX design.