

MAJA GALIC

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PROFILE

Award winning, hands-on Creative Director with 14+ years of experience in brand development, marketing campaigns, cross-functional team management, project management and business development. Highly creative, laser focused and personable leader. Excels at client relations, collaboration, managing competing deadlines, and increasing ROI.

- Visionary Direction
- Brand Development
- Marketing Campaigns
- Creative Strategic Planning
- Graphic Design (Print & Digital)
- Project Management
- Adobe Suite CC
- WordPress
- Slack, Trello and Dropbox

PROFESSIONAL EXPERIENCE

Creative Action Officer

GO:DO Agency, LLC – Washington, D.C.

2018 – Present

- Overseen creative development of projects across multiple media platforms
- Providing strategic and creative advice to clients as well as helping them get the best returns on investments
- Quality control and ensuring all projects are completed within deadlines and client's budget
- Briefing the creative team and providing dynamic solutions

Creative Director

Clearmint Creative, LLC – Saint Petersburg, FL | Washington, D.C.

2012 – 2018

- Directed all creative elements; research, design, photography, and digital production
- Overseen 3rd party vendors, client briefing, price negotiation, quality assurance and delivery
- Led and conducted day to day operations and budgeting
- Managed strategic activities of the new business development team
- Recruited, mentored and coached creative staff

Senior Graphic Designer

Senior Home Care – Clearwater, FL

2011 – 2012

- Designed and developed sales strategy campaigns, community outreach, and new business initiatives
- Managed project portfolio, resource allocation, scope, and schedules
- Recruited, negotiated, and supervised freelancers and vendors across projects
- Directed visual content needed, such as photography & videography
- Led design development and production of sales and operational literature

Graphic Designer

Color Pages – Largo, FL

2005 – 2011

- Conceptualized, drafted, designed and created visual content in Adobe Suite
- Managed individual projects and client relations for marketing campaigns, sale presentations, and web development
- Facilitated design briefings and visioning exercise with various stakeholders
- Initiated and led organizational rebranding and web presence, resulting in an award recognition and 15% sales/revenue increase
- Managed 4-color printing processes, press inspections and preparing files for various printing methods

NOTABLE ACHIEVEMENTS

27 International and National Creative Awards from Hermes, MarCom, GD USA and Florida Print

2016/17 Rotarian of the Year, Rotary Club of Dupont Circle PR District Award, Leadership Award as PR Committee Chair

EDUCATION

International Academy of Design and Technology

Bachelor of Arts in Graphic Design

2006