

ANNIE BATES

DESIGN DIRECTOR | VP OF CREATIVE SERVICES

Entrepreneurial-minded and creative executive with proven ability in developing product strategy to boost company brands. Leads multi-disciplinary teams in conceptualizing and designing brands, products, and trends to drive fiscal results. Skilled communicator able to develop quality relationships with external partners to expand business. Expert in creating and executing results-focused business plans. Maintains and leverages existing business while continually generating new sources of revenue. Demonstrates ability to lead large projects and balance creative and fiscal aspects of business to achieve goals.

AREAS OF EXPERTISE

Creative Strategy
P&L Management
Brand & Product Development
Team Building & Leadership
Brand Strategy
Project Management
Marketing Strategy
Social Media
Vendor Relations

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14010 NW 63rd Street
Kansas City, MO 64152

PROFESSIONAL EXPERIENCE

HALLMARK CARDS, INC.

Kansas City, Missouri

DESIGN DIRECTOR PRODUCT DEVELOPMENT HALLMARK HOME & GIFTS

2015 - Present

Lead twenty + team of designers and design managers for thousands of gift and home décor products for independent specialty, national account, and mass market retailers. Manage organization P&L. Direct product and brand creative strategy including marketing collaterals, trade show exhibit ideation, wholesale catalogs, and sales training material development. Direct social media and web site presence for both B2B and D2C sites. Build product development partnerships with vendors and factories in India, China, and Thailand. Design product line trend work and style guides to support all brands. Trained designers and creative community through employee meetings, presentations, trade publications, and TV appearance.

- Led teams of art directors, designers, industrial designers and engineers to create over twenty product collections for all brands in less than 3 years.
- Launched three new sub-brands in home décor, stationery, and gifts category: Hallmark Home, floor | 9, and J.C. and Rollie.
- Grew wholesale brands over 2.5 years from scratch into multimillion-dollar business with placement in thousands of specialty retailers.
- Restructured business into multidisciplinary organization encompassing all aspects of product development including brand, packaging, product development, and exhibit design over 2.5-year period.

VISUAL STRATEGIST | HALLMARK GIFTS

2010 - 2015

Directed, designed, and led product development for product lines in gifts, baby, and kids categories for launch in general market and Gold Crown stores. Developed concepts and style guides to govern new designs. Led fifteen + team of designers, engineers and industrial designers to innovate product lines and emerging technologies in mid-tier and general markets.

- Boosted company presence in retail environments by helping to invent, create, and produce innovative products that generated millions of dollars.
- Created standard and template for creative strategies resulting in expansion of brand with product placement in thousands of new retailers over five-year-period and earning patent for new technologies.

ART DIRECTOR | HALLMARK CARDS

2007 - 2010

Led 10 + team of designers in creation of seasonal, everyday, and innovative greeting card lines. Adopted new technologies into industry including sound, lenticular animation, motion and candy inserts. Directed development of new cards lines including specialty, mass market & core lines.

DESIGNER | HALLMARK CARDS

2004 - 2007

Designed greeting cards for various lines from traditional to trend. Perform cross multi-channel development across specialty and mass market.

PROFESSIONAL EXPERIENCE (CONT'D.)

PAYCE NOTES PRESS

Cambridge, Massachusetts

OWNER, DIRECTOR & DESIGNER

2003 - 2004

Owned and operated an independent design firm producing that produced brand and collateral work. Developed broad client base including online start-ups, restaurants and boutiques. Created and distributed independent greeting card line to boutique and specialty stores.

EARLY CAREER EXPERIENCE

SENIOR DESIGNER, FYFE DESIGN

Cambridge, Massachusetts

DESIGNER, ARTEFFECTS, INC.,

Rochester, New York

SKILLS

PROFICIENCY IN:

Creative Adobe Suite

Microsoft Office: PowerPoint, Excel, Outlook, Word

Keynote, Numbers, Pages

EXPERIENCE IN:

Digital Workflow: PLM, Sharepoint

HTML

EDUCATION

Rochester Institute of Technology, Bachelor of Fine Arts

Graphic Design 1998