

Majel Peters

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SKILLS

Strategy + Creative Direction

Brand | Campaign | Content

Art Direction & Design

Brand | Digital | Print | Video

Team Leadership/Mentoring

Copywriting

Vendor Management

Print | Video | Web

Front End Web Development

Basic HTML | CSS | JavaScript

EDUCATION

MA Candidate, Digital Humanities

CUNY Graduate Center
Expected Graduation May 2024

BFA Graphic Design

Massachusetts College of Art
Boston, MA | May 2003

Linguistics & Foreign Language Concentration

Brown University
Providence, RI | 1996–1998

EXTRA

Volunteer Art Director

The Denan Project
Jul 2015–present

Volunteer Creative Consultant

Taproot Foundation
(Dancewave)
Feb–Sept 2016

French

Advanced

Senior level brand and campaign strategy professional with nearly two decades of experience creating meaningful experiences rooted in human insight and connection. My work includes building brands from the ground up, leading brand refreshes, creating 360° global and national campaigns, and shaping distinct digital, print, and experiential brand experiences.

■ CUNY GRADUATE CENTER, DIGITAL HUMANITIES

MA CANDIDATE | FOCUS PUBLIC HISTORY | EXP. GRAD. MAY 2024

- + Project Lead and Lead Researcher on *More Than Surviving*, Wampanoag Political Agency, *Ingenuity and Persistence*, an interactive digital archive showcasing antebellum Wampanoag activism as evidence of continued cultural practice | Guided the research, project architecture, and outreach strategy; crafted site copy to optimize engagement | morethansurviving.org
- + Co-editor *Reviews in Digital Humanities*, Vol. 3 | Developed a framework and supporting documentation of Feminist Care to guide student reviewers; guided reviewers and edited reviews; streamlined user experience of the reviews' digital expression cuny.manifoldapp.org/projects/digital-memory-project-reviews-vol-iii

■ BEARDWOOD & CO.

DESIGN DIRECTOR | JUL 2021–AUG 2022

- + Defined and guided creative project development including international and national campaigns, visual branding, video concepting and production, and website development
- + Managed and mentored mid-senior-level designers including leading annual reviews and defining and supporting professional goals
- + Designed and led inhouse and client workshops and brainstorms
- + Developed and pitched new business proposals
- + Helped expand agency accounts with campaign and brand-world focus
- + Developed agency social media strategy and oversaw inhouse social team resulting in 70% audience growth

CLIENTS INCLUDED

Barefoot Wines, Colgate-Palmolive, Enterprise Community Partners, KSwiss, O'Neill Vintners, SoF Bodycare, Timex, TSYS

WORK FEATURED IN

Print Magazine, The Dieline

■ SUNSHINE SACHS

CREATIVE DIRECTOR | AUG 2018–JUL 2021

ART DIRECTOR | JUN 2016–AUG 2018

- + Creative lead on 55+ accounts over 5 years, including international and national campaign strategies and execution, visual branding, copywriting, video concepting and production, and website development
- + Managed a team of mid-senior-level creatives (design and copywriting), providing creative direction and professional development support
- + Led brainstorms, in-house, with clients, and partners
- + Led agency training sessions on creative best practices, design thinking, and concept development (includes devising and leading sessions and creating presentation materials)
- + Wrote, built, and pitched new business proposals
- + Expanded in-house capabilities in visual branding, art direction, and creative campaign strategy
- + Worked directly with PR, digital, talent, and brand integration teams for fully integrated marketing solutions

CLIENTS INCLUDED

Amnesty International, All on the Line, Brooks Running, Committee to Protect Journalists, eBay for Charity, Feeding America, Espolòn, The LEGO Foundation, Microsoft, National Democratic Redistricting Committee, NextGen, Rotary International, Reporters Committee for Freedom of the Press, Roku, SoftBank, Supermajority, Ted Turner Reserves, Time's Up, Yusef Salaam

CAMPAIGNS OF NOTE

Digital Peace Now

Microsoft

- + Developed strategy, messaging, and visual identity of a global campaign mobilizing the public to demand world leaders prevent cyberwarfare. The campaign is now a non-profit with a board of internationally respected experts in digital rights and ethics.
- + Brand assets included website, online video series, activation booth, workshop design, social assets, branded merchandise | Launched on Global Citizen NY and S. Africa stages | 120,000+ petition signatures | Presence at Paris Peace Forum (U.N.'s International Governance Forum (IGF)), the Alliance for Peace Building's PeaceCon, and Mozilla Foundation's Mozfest

Protect Your Right to Know

Reporters Committee for Freedom of the Press and Committee to Protect Journalists

- + Developed national campaign creative strategy, visual identity, messaging and UX calling on Americans to defend press freedom.
- + 360 approach included TV spot on all major networks, full-page ads in the New York Times, Washington Post, LA Times, and TIME, radio spots, digital ads, campaign website, and social content | 30+ media and tech companies including Facebook, ABC, NBC, and CBS endorsed the campaign

■ THE SPECIALTY FOOD ASSOCIATION

FREELANCE ART DIRECTOR | NOV 2015–JUN 2016

- + Creative direction and design for digital and print materials including digital ads, lookbooks, environmental trade show display, and email campaigns

■ MANHATTAN SCHOOL OF MUSIC

DIRECTOR OF DESIGN & PUBLICATIONS | JUN 2011–JUL 2014

- + Lead on all creative, including website redesign, season guides, institutional and event promotional materials, and wayfinding system
- + Managed creative team, supporting professional growth including performing annual reviews
- + Streamlined visual branding system; realigned sub-brands and created, deployed, and maintained institution-wide guidelines
- + Built internal branding awareness through staff presentations and targeted internal pitches
- + Managed vendor relationships, reducing costs by 16% in the first year

■ CARNEGIE HALL

ASSISTANT MANAGER OF DESIGN SERVICES | SEP 2007–JUN 2011

- + Lead annual sub-brand refreshes and designed print and digital assets, including annual reports, season guides, print ads, gala invitations, direct mail pieces
- + Led marketing strategy team targeting most fickle ticket buyers
- + Led creation of the Hall's premiere digital brochure, exceeding revenue projections