Sheila Prevaly

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Marketing Creative Director with over 15 years of experience leading and mentoring creative and development teams. Key responsibilities include implementing and maintaining the brand vision for B2B SaaS technology companies, strategic marketing planning, project management, website maintenance, and utilizing AI and data analytics to improve and drive business strategies.

Creative Director / Kitman Labs

Visual Strategist, Content Creation, Overseer of Brand Identity, B2B SaaS Technology

August 2022 – Present
1 year, 11 months

- Responsible for overseeing the execution of all creative design and strategy for global campaigns and marketing initiatives by providing visual guidelines for the internal and external brand identity.
- Manage, mentor, and inspire a team of in-house and freelance graphic designers to develop materials from concept to completion in various media, including digital and social advertising, video marketing, events, executive presentations, podcasts, and web.
- Successfully implemented AI tools like Midjourney for image creation and ChatGPT for content creation assistance, enhancing the team's efficiency, creativity, and output quality while reducing production time.
- Operationalize processes and organize incoming creative requests into a project management system involving internal and external teams, designers, vendors, and agencies to support the company's global and regional production needs.
- Refreshed Kitman Labs ABM Campaign creative approach by implementing best practices to improve conversion leads and accelerate customer engagement and asset consumption across 10 Countries, 2 Continents, and 3 languages.
- Direct external agencies and contractors by working closely with them to drive impactful and valuable ideas that deliver results across marketing KPIs and demand generation performance metrics for the Sales Team.
- Managed the creative and technical vision and complete execution of web development projects from concept to launch, ensuring timely and on-budget delivery.
- Fixed and implemented Google Analytics 4 with Google Tag Manager for performance metrics and use analytics to measure project success, identify areas for improvement, and drive continuous enhancement.

Creative Director / MotionPoint

Visual Strategist, Develop and Overseer of Brand Identity, B2B SaaS Technology

February 2015 – August 2022
7 Years, 7 Months

- Guided MotionPoint's internal and external brand, voice, and visual identity development and evolution.
- Served as the lead to a multi-disciplinary creative team responsible for evolving the MotionPoint brand.
- Developed marketing communications material from digital advertising campaigns (PPC & Social) to websites, landing pages, videos, presentations, social, print campaigns, and events.
- Hired, mentored, and provided nurturing feedback to graphic designers, UX designers, front-end developers, copywriters, and animators.
- Overseed the timely assignment, creation, revision, and publication of content that continually meets strict quality, impact, and educational value standards, as well as the workload management for the design and development team.
- Responsible for directing external agencies and contractors by managing and nurturing their talent by helping them level up and grow as creatives and B2B SaaS marketers for MotionPoint.
- Designed and strategized the Go-To-Market sales content library of pre-approved content that's easy to access and use throughout the company. Successfully increased conversion and shortened the B2B SaaS sales cycles by a few months.
- Responsible for the planning and managing of the re-platform of MotionPoint's content management system (CMS) from ExpressionEngine to WordPress. Once deployed, maintain it.
- Responsible for creating, planning, and managing the online presentation platform, which creates up-to-date content for each prospect's/customer's unique training needs, conversion, or sales funnel progression.
- Expanded the company's SEO strategy, which led to an inbound increase of 70% in marketing-qualified leads (MQL) for new logos.

Web Developer & Senior Graphic Designer / Native Remedies

Project Management, eCommerce Platform, B2C Healthcare

January 2008 - February 2018
7 Years, 4 Months

- Created micro-websites & landing pages in HTML, CSS, and JavaScript by ensuring they were cross-browser compatible.
- Designed print-ready materials and online marketing promotions, ensuring the work was on-brand and met the brand guidelines.
- Trained and developed junior designers by ensuring all creative efforts were on strategy, budget, and schedule.
- Designed, developed, and maintained the Native Remedies Magento website, ensuring it met the IT Director's usability and performance requirements.

SKILLS, SOFTWARE & MANAGEMENT

Skills: Graphic Design, Web Design (HTML & CSS3), and UX Design

Technical Software: Photoshop, Illustrator, InDesign, and Dreamweaver

Artificial intelligence: Midjourney and OpenAI (ChatGPT & DALL·E 3)

Management: SEO, Digital Agency, Creative & Development Teams

EDUCATION

PR, Advertising, and Applied Communications / FIU
Bachelor of Science | Concentration: Marketing

Multimedia Technology / Broward College
Associate of Science | Concentration: Graphic & Web Design