

Sheila Prevaly

Email: sprevaly@gmail.com

Mobile: (954) 296-5885

Portfolio: www.sheilaprevaly.com

Digital Creative Director with 15+ years of experience leading and mentoring creative and development teams. Specializing in brand strategy for B2B SaaS technology companies, I drive business growth through AI-powered insights, data analytics, and strategic marketing. Expertise includes brand vision implementation, project management, website optimization, and leveraging emerging technologies to enhance engagement and performance.

Creative Director / Kitman Labs

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

August 2022 – Present

2 year, 6 months

- Oversee creative strategy and execution for global campaigns, ensuring brand consistency and compelling storytelling across all marketing initiatives.
- Lead, mentor, and inspire in-house and freelance designers to develop high-impact digital, social, video, event, and web assets that enhance audience engagement.
- Implement AI tools like Midjourney and ChatGPT to enhance creativity, streamline workflows, and improve content quality.
- Optimize project management processes, coordinating internal teams, vendors, and agencies to support global and regional creative needs while managing budgets and resources efficiently.
- Partner cross-functionally with product, sales, and marketing teams to ensure creative aligns with business objectives, customer insights, and revenue goals.
- Enhance UX/UI strategy for web and digital experiences, optimizing design for conversion, engagement, and seamless customer journeys.
- Revamped Kitman Labs' ABM campaign creative, driving improved conversion rates and customer engagement across 10 countries, 2 continents, and 3 languages.
- Direct external agencies and contractors to develop strategic, results-driven creative aligned with marketing KPIs and sales goals.
- Lead creative and technical execution of web development projects, ensuring timely, on-budget delivery while focusing on user experience and performance.
- Implement and manage Google Analytics 4 via Google Tag Manager to track performance, optimize strategies, and drive continuous improvement.

Creative Director / MotionPoint

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

February 2015 – August 2022

7 Years, 7 Months

- Led the development and evolution of MotionPoint's internal and external brand, voice, and visual identity.
- Managed a multi-disciplinary creative team responsible for advancing the MotionPoint brand.
- Developed marketing communications across digital (PPC, social, websites, landing pages), video, presentations, print, and event campaigns.
- Hired, mentored, and provided strategic guidance to designers, UX specialists, front-end developers, copywriters, and animators.
- Oversaw content creation, revision, and publication to ensure high-quality, impactful, and educational materials while managing team workloads.
- Directed external agencies and contractors, nurturing their creative and strategic growth within the B2B SaaS space.
- Designed and implemented a Go-To-Market sales content library, increasing conversion rates and shortening B2B SaaS sales cycles.
- Led the re-platforming of MotionPoint's CMS from ExpressionEngine to WordPress, ensuring a smooth transition and ongoing maintenance.
- Developed and managed an online presentation platform to deliver personalized, up-to-date content for training, conversion, and sales progression.
- Expanded the SEO strategy, driving a 70% increase in inbound 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

- Developed cross-browser-compatible micro-websites and landing pages using HTML, CSS, and JavaScript.
- Designed print-ready materials and digital marketing assets, ensuring brand consistency and adherence to guidelines.
- Mentored junior designers, ensuring all creative efforts aligned with strategy, budget, and deadlines.
- Designed, developed, and maintained the Native Remedies Magento website, meeting usability and performance standards set by the IT Director.

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