

Sheila Prevaly

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Creative Director, Brand & Product Marketing with 15+ years of experience shaping brand strategy, leading design teams, and delivering high-impact creative across B2B SaaS. Oversee global brand and visual direction, manage web development through agency partners, and drive end-to-end SEO, social, and content programs. Partner closely with product, demand gen, and marketing teams on go-to-market strategy, nurture flows, and AI-enabled content that fuels engagement and conversion.

Creative Director / Kitman Labs

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

August 2022 – Present

3 Year Plus

- Lead global brand and creative strategy across web, social, video, and campaigns; manage in-house design and external dev partners
- Drove SEO program that increased visibility by 6.5% YoY and ranked in the top 3 for 19 keywords and top 10 for 43, outperforming major competitors
- Organic search became the top-converting channel, accounting for 51% of total conversions
- Implemented ChatGPT and Midjourney to streamline content creation, scale creative output, and increase team efficiency
- Collaborate with product and demand gen to shape go-to-market messaging, launch strategy, and persona-based nurture campaigns
- Contributed to a new nurture model that more than doubled sales-accepted lead rate, from 6% to nearly 15% YoY
- Own social strategy and execution, driving 15% LinkedIn follower growth and a 29% YoY engagement increase
- Revamped ABM campaign creative, boosting engagement across 10+ countries and 3 languages
- Lead web UX strategy and oversee site optimization; implemented GA4 and Tag Manager to measure performance and improve ROI
- Standardized creative briefing process and campaign templates across teams, improving cross-functional collaboration and cutting production delays by 40%
- Supported multi-channel event strategy (digital + in-person) by delivering targeted creative assets that boosted event registration and post-event engagement
- Created a reusable design system and brand asset library to support scalable, on-brand execution across campaigns, web, and sales enablement—cutting design turnaround time by 40% and increasing team efficiency

Creative Director / MotionPoint

Visual Strategist, Developer, 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