

# Annette Vogt

## Art & Creative Direction

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### Professional Profile

Unpretentious Art & Creative Director, with a wealth of experience in brand marketing, direct response for print and digital, animation, event and user experience. A self-starter who can execute and boost client presentations and deliverables with a sense of purpose and a sense of humor. Motivate, empathize and adapt with a team, at the end of the day, to simply produce great work, every day.

### Skills

**Proficient** ~ InDesign, Photoshop, Illustrator

**Working knowledge** ~ After Effects, Microsoft Suite, Workfront, Base Camp, Mural

**Basics** ~ Figma

### Education

Graduate, Northern Illinois University, BA  
Web Certificate, Columbia College, Chicago

### Tempo Awards

2022 Pella Nurture DM

2021 Pella Acquisition DM

2017 LivingWell Cancer Research Fundraiser  
Gala Invitation

### Work Experience

#### 03/2012 - 02/2023 Epsilon/Hawkeye

Associate Creative Director  
Strategized and produced monthly deliverables for 10 Pella branches for print and digital channels, improving turnaround times and customer engagement.

Developed direct response for print packages for Discover Loans mail campaigns. Personal Loans produced a 40% lift.

Produced the control-busting package design in 2016 for the American Red Cross that is still refreshed, reprinted and used today.

Created the standards for file sharing server for accurate order and increased efficiency in locating and retrieval of data for creative files.

- Pella
- Discover Financial
- American Red Cross
- Amica • TIAA • CUNA • USAA
- American Home Shield
- San Diego Zoo • USBank
- LivingWell Cancer Research

#### 01/2008 - 02/2012 Freelance Aspen Mktg.

Freelance Art & Creative  
Grew customer base through direct response for print and surpassed customer expectations on experiential holiday event for Qwest Communications client.

- Discover Financial
- American Residential Services
- Qwest Communications

#### Prior Client & Freelance Experience

- Nicor Advanced Energy
- Empire Today
- USPS
- Motorola
- Cingular
- CitiBank
- Aspen Premiums