

RESUME



Suzanne McGhee, Senior Creative
sue@tomsuey.com / www.tomsuey.com
917 656 5298

OVERVIEW

A design, advertising, marketing and management professional with 10+ years of international business experience

- > Experienced in a broad range of industries from fashion to pharma to retail luxury goods for both print and digital
- > Expert at leading creative teams in the development of launch concepts that are highly impactful when integrated across multichannel print and digital platforms
- > Instrumental in the development of branding hallmarks such as logo design, photographic and illustrative styles for the launch of new products in both the United States and International markets

WORK HISTORY

- 06.2011 – Present** **Juice Pharma Worldwide Advertising, NY – VP Group Art Supervisor, Print/Digital Pharmaceutical advertising agency (consumer and healthcare professionals)**
Manage a team of art directors, freelancers and interns in the creation of print, digital and multimedia tactics. Oversee and art direct concepts for US and global prelaunch and launch campaigns. Develop packaging and branding design systems and lead team presentations for several brands. Create arresting work while adhering to quality-control processes and FDA regulatory guidelines.
- 08.2009 – 11.2010** **VIETRI, Inc., Hillsborough NC – Creative Director**
Largest importer of luxury market Italian ceramics and home wares
Responsible for marketing, design and maintenance of both the wholesale and retail businesses. Managed the in-house design department, redesigning and maintaining both the wholesale and retail e-commerce web sites, overhauling the budgeting and efficiency of photoshoots, printing vendors, sourcing best practices in effective SEO and increase social media to maintain profit goals in a down economy.
- 04.2003 – 2013** **Tomsuey, Inc., NY – Owner/Creative Director/Producer**
Design studio catering to not-for-profits, advertising agencies, startups & event companies
Ran both the studio and day-to-day business with my photographer partner for six years. Gained a loyal client base via word-of-mouth and professional referrals in and outside of the Australian expat community in NYC. Contract and freelance art director for various USA and International clients including Publicis Advertising Agency (Allied Domecq brands, DOW and Kraft), Langton Cherubino Group (financial/wellness accounts), Alcoa Foundation (NGO annual internal global identity/marketing programs) and the Australian Consulate (promotional/branding events). Duties included design, art direction and marketing, client presentations, pitching for new business, sourcing talent and vendors as well as producing photography shoots (Ogilvy & Mather Advertising Düsseldorf, Publicis, Jupiter and Getty Image libraries).
- 02.2000 – 01.2003** **Shillington Computer Graphics College, Australia – Head Graphic Design Coordinator**
02.1996 – 06.1997 **Shillington Graphics, Sydney Australia – Graphic Designer**
Design studio and private computer design college with schools in Australia, UK and USA
Managed the day-to-day running of the design studio and teaching department, art directing advertising/recruitment campaigns and liaising with design clients. Responsible for creating and updating design lectures and briefs, some of which are still being used today in Australia, UK and NYC. Taught and mentored young designers.



- 11.1998 – 09.1999 FEREF Associates Ltd, London UK – Creative Artworker**
Advertising agency specializing in film promotion for the UK, and European markets
The first woman hired in the art department responsible for creating movie/television press ads, posters, brochures, special invitations and promotional collateral for movie premieres.
- 01.1997 – 11.1998 Victoria Telecom Limited, London UK – Graphic Designer/Studio Manager**
Telecommunications company specializing in chat lines and calling cards
Managed the in-house design department and responsible for all the marketing and branding of VT companies and products, maintaining all websites and multichannel advertising.
- 06.1992 – 11.1995 The JBA Group, Sydney Australia – Head Fashion Designer/Pattern Maker**
Design and manufacturer of surf wear clothing, fabrics and accessories (Kadu Surf Wear)
- 02.1989 – 05.1990 Concept Apparel Marketing, Perth Australia – Fashion Designer/Graphics/Pattern Maker**
Design and manufacturer of casual fashion
Responsible for the men, women and childrens' lines creating design patterns and sample ranges.

AWARDS/COMMENDATIONS

- 2015** Rx Awards (UBERA, AMPYRA), MM&M Best Multi-channel campaign Gold Award (AMPYRA).
2012 Rx Awards, Integrated Campaign, MM&M Best Multi-channel campaign nomination (SAPHRIS).
2011 Bronze Clio Illustration category (SAPHRIS), 22nd Annual Arts Award, Tabletop Category (VIETRI).
2009 Communicator Award, Award of Distinction, Logo (Renaissance Capitol).
2008 LogoLounge 5 book, logo published (Beer from Oz).

EDUCATION

- 2000 Shillington Computer Graphics College, Sydney Australia** – Certificate in Web Design
1996 SIT Design Centre Enmore Sydney Australia – Associate Diploma of Graphic Design
1988 Bentley College of TAFE Perth, Australia – Diploma in Fashion Design, Haute couture and Production

FAQ'S

> A diverse spectrum of experiences

I feel very privileged to have experienced different design cultures from working professionally in three truly global cities – London, New York and Sydney, gaining new perspectives and growing personally as a creative.

> Split nationality

A true southerner – Australian born and bred. Fluent in American English having lived state side for the last 11 years and now a proud US citizen (October 22, 2010) although I still eat vegemite on toast pretty much everyday for breakfast.

How can I get to know you better?

Feel free to call me on 917 656 5298 or email me at sue@ .com
or better yet meet me in person.

REFERENCES

Available on request.