

beth goldstein-lambert)

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bethlambertcreative.com) linkedin.com/in/bethlambertcreative/

A highly engaged creative leader with multi-dimensional marketing expertise. Excellent creative and presentation skills with a keen eye for detail and the ability to deliver across complex marketing ecosystems.

Expert knowledge of graphic design software, including Adobe Creative Suite (Photoshop, Illustrator, and Indesign). Robust experience in website/e-commerce such as Shopify and Wix.

Scent Marketing Inc + Scentfluence) Creative + Marketing Director

Scent Marketing, Inc. develops signature scents and aligned products for high-end hospitality and lifestyle brands worldwide. ScentFluence is the company's consumer-facing retail start-up.

As Creative Director across the Scent Marketing portfolio, I handle all aspects of marketing, brand development, including written, visual communications, and sales.

- Ecommerce creative development and strategic management
 - Grew retail e-commerce 1371% in first year
- Content and event ideation, design, and execution
- Creative resource management
- Vendor and contract relations

Learn America) Creative Director

Creative and product development lead for this startup STEM education content provider

- Creative company branding and identity
- Created website visual identity style and voice, and oversaw developers implementation
- Developed website wireframe focusing on content and ease-of-use
- Written development of course content
- Developed social advertising campaigns for products

Mccann Erickson) Creative Director | Art Director

Oversaw the development and execution of multi-disciplinary creative campaigns, participated in (winning) new business pitches, led teams, and developed original concepts for top consumer brands across CPG, Retail, Financial, and Tech.

Kohls: Created the breakthrough, visually stunning "Colors" multi-season retail campaign, garnering widespread press and industry accolades across Adweek, Ad Age, and Agency Spy.

Coca-Cola: Won global creative *shoot-out* of the beloved Polar Bear holiday campaign

Additional Clients: Bertolli, Citibank - Smith Barney, Verizon, Gillette, Gateway

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kirshenbaum bond & partners) Creative Supervisor | Art Director

Designed and developed print and direct marketing campaigns across the Financial Services, Hospitality, and Employment industries.

Clients: Credit Suisse First Boston, Citibank, DLJdirect, Starwood Hotels, and .coms

wunderman, cato, johnson) Creative Supervisor | Art Director

Designed and oversaw the development of B2B print ads, direct mail campaigns, marketing collateral, and sales materials.

Clients: American Express, Citibank, and US Postal Service

GQ | Creative Supervisor

Oversaw staff in the creation of all marketing materials including advertorial pitches, ad development, photo-shoots, event collateral, and presentation design for this world-renowned men's fashion and lifestyle publication.

GQ Men of the Year Awards (Inaugural) ceremony, marketing, and event materials

The Good Life client sales advertorials, marketing, and event collateral

Creative Direction + Art Direction | Lifestyle Publishing

Provided a full range of marketing support for top publications including editorial layout, presentation design and development, event collateral, SIP development, and more.

Conde Nast | Vogue, Self, Glamour, Mademoiselle, Architectural Digest

Hearst Publishing | House Beautiful Home Group publications

Gruner & Jahr | Family Circle, Child, and Parent Magazines

Women's Wear Daily | Daily editorial layout and (SIP) special interest pub design

Parsons School of Design

BFA Communications Design