

LOORAH MY-SH

# LURA MEISCH

SHE/HER

CREATIVE DIRECTOR

[LURAMEISCH.COM](http://LURAMEISCH.COM)

6307649057

[LURAMEISCH@GMAIL.COM](mailto:LURAMEISCH@GMAIL.COM)

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## CREATIVE DIRECTOR

REMOTE • MAR 2021–PRESENT

THE MARS AGENCY • COMMERCE MARKETING AGENCY

- Leads a team of creatives on a daily basis
- Coordinates with outside teams for proper resourcing
- Lead creative contact for multiple client teams for Bacardi, Bombay, Cazadores, Dewar's, Bayer OTC, Edgewell and more
- Day-to-day lead across 20–40 commerce campaigns at a time
- Collaborates with clients, account & strategy teams to design briefs for creative teams
- Defined creative to production process to maximize efficiency & asset output
- Concepts and designs unique trade platform programs for multiple brands
- Spearheads new business ventures & pitches for current & new clients

Clients: Bacardi Limited, Bayer OTC, Edgewell

## ASSOCIATE CREATIVE DIRECTOR

CHICAGO IL • JAN 2017–MAR 2021

FCB CHICAGO • SHOPPER MARKETING AGENCY

- Lead a team of 10 designers, copywriters & art directors on a daily basis
- Lead creative client contact for Stella Artois & Michelob Ultra
- Managed ~15 active projects at a time across two national brands
- Coordinated with project management on the intake of 1000s of creative assets and organization for team usage and efficiency
- Collaborated with account & strategy management to create briefs for creative teams
- Retained Stella Artois trade business w/ pitch in 2018
- Worked with outside photographers & illustrators under strict brand guidelines

Clients: Michelob Ultra, Stella Artois, Bud Light, Budweiser

## CREATIVE DIRECTOR

CHICAGO IL • JUL 2015–OCT 2017

WOMENBIKECHICAGO • NON-PROFIT GROUP

- Established & maintained graphic standards across digital, print, & merchandise
- Worked live events to encourage membership
- Educated women on bike safety on urban roads
- Lead group rides of 20-30 humans
- Grew social presences from ~200 followers to ~1,300 on Instagram

## ART DIRECTOR

CHICAGO IL • APR 2013–JAN 2017

UPSHOT • SHOPPER MARKETING AGENCY

Clients: Subway Restaurants, Constellation Wines, Physicians Immediate Care, Kraft Foods, Corona, Casa Modelo, Pacifico, Victoria

## FREELANCE DESIGNER

CHICAGO IL • JUN 2010–PRESENT

Clients: Joe Pellegrini Photography, Kenna Realty, Gordon Powel, Walton Isaacson, StudioNorth, Wilson Sporting Goods

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## PROGRAMS

ADOBE SUITE  
FIGMA  
KEYNOTE  
MICROSOFT SUITE  
GOOGLE SUITE

## SKILLS

GRAPHIC DESIGN  
ILLUSTRATION  
IDENTITY DESIGN/BRANDING  
3D DISPLAY DESIGN  
IN-STORE DESIGN  
PROJECT MANAGEMENT  
CLIENT RELATIONS  
TEAM MANAGEMENT  
ASSET MANAGEMENT &  
ORGANIZATION  
CAMPAIGNS (DIGITAL/PRINT)  
ART DIRECTION  
CREATIVE DIRECTION  
CONCEPTING  
STORYTELLING

## EDUCATION

ILLINOIS INSTITUTE OF ART, CHICAGO  
2008–2011  
BFA IN VISUAL COMMUNICATIONS,  
WITH HONORS

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## CLIENTS/EXPERIENCE

### WINE/SPIRITS

BACARDI  
BOMBAY SAPPHIRE  
CAZADORES TEQUILA  
STILLHOUSE  
DEWAR'S  
PLUME & PETAL  
MARTINI & ROSSI  
CASA NOBLE TEQUILA  
MILESTONE WINES  
JIM BEAM  
KIM CRAWFORD  
ROBERT MONDAVI  
WOODBIDGE

### DOMESTIC/CRAFT/IMPORTED BEER

MICHELOB ULTRA  
MICHELOB ULTRA PURE GOLD  
MICHELOB ULTRA ORGANIC SELTZER  
STELLA ARTOIS  
STELLA ARTOIS SOLSTICE LAGER  
BUD LIGHT  
BUD LIGHT SELTZER  
BUDWEISER  
GOOSE ISLAND  
LQD  
BRECKENRIDGE BREWERY  
BLUE POINT BREWERY  
CORONA EXTRA & CORONA LIGHT  
CASA MODELO  
VICTORIA  
PACIFICO

### QSR

SUBWAY RESTAURANTS

### CPG

CORE POWER  
KRAFT

### TECH

CDW

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## AWARDS

2014 MARCOM GOLD WINNER

SUBWAY GIFT CARDS

2017 PIXELS OF FURY WINNER

2019 SILVER SHOP! OMA AWARD

STELLA SUMMER DISPLAY

2019 GOLD REGGIE

NATL CONSUMER CAMPAIGN

BUD LIGHT SUMMER

2020 BRONZE EFFIES

BUD LIGHT PRIDE CAMPAIGN

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## QUOTES FROM COLLEAGUES

### **TONY MAVRELIS, GROUP CREATIVE DIRECTOR, WORKED TOGETHER AT FCB CHICAGO**

LURA IS A TRUE FORCE FOR GOOD IN THE UNIVERSE. AS AN INDIVIDUAL TALENT, SHE IS AMAZING. A LIGHTNING-FAST INTELLECT, A FEARLESS DESIGNER, THE HARDEST-WORKING EMPLOYEE I'VE EVER SEEN. BUT WHAT REALLY SETS LURA APART IS HOW SHE MAKES AN ENTIRE TEAM - NO, AN ENTIRE WORKPLACE - BETTER.

LURA IS ALSO THE RIDE-OR-DIE PARTNER EVERY CREATIVE DREAMS OF. SHE'LL START SKETCHING IN A BRAINSTORM AND COME UP WITH FIVE VIABLE SOLUTIONS IN TEN MINUTES. SHE'S GOT A GREAT EYE, AND CAN SUGGEST A TINY EDIT TO A PIECE OF CREATIVE THAT MAKES THE WHOLE THING COME TOGETHER. SHE'LL CALL YOU ON YOUR BULLSHIT, AND THEN HELP YOU CLEAN IT UP. I'VE SEEN HER ELEGANTLY DEFEND A CREATIVE PARTNER'S WORK IN A CLIENT PRESENTATION, WHILE SIMULTANEOUSLY IDENTIFYING WAYS TO IMPROVE THAT WORK, LEAVING THE CLIENT APPRECIATIVE AND SATISFIED, AND THE CREATIVE PARTNER PROUD AND JUSTIFIED IN THEIR EFFORTS. IF YOU UNDERSTAND WHAT I'M DESCRIBING HERE, YOU KNOW IT'S SOMETHING ONLY A RARE CREATIVE LEADER CAN PULL OFF CONSISTENTLY. LURA IS RARE, INDEED. AND SHE'S A FUCKING BLAST.

### **STEVE WOODSON, DIRECTOR, UI DEVELOPMENT, WORKED TOGETHER AT UPSHOT**

LURA IS AN AMAZINGLY TALENTED ART DIRECTOR FOR BOTH PRINT AND DIGITAL, A RARE MIX OF TALENTED ART DIRECTION AND TIRELESS MANAGEMENT OF ASSETS AND CONSISTENT VISUALS. HER UPBEAT AND FRIENDLY ATTITUDE NOT ONLY MAKES HER A PLEASURE TO WORK WITH, BUT ALSO STRENGTHENS THE BONDS BETWEEN COWORKERS WHO INVARIABLY ALSO BECOME FRIENDS.

### **STEVE SPAWN, SENIOR MANAGER, PARTNERSHIP MKTG, WORKED TOGETHER AT UPSHOT**

LURA'S PASSION TO DELIVER COMPELLING CREATIVE INSPIRES THOSE AROUND. THE WORK SPEAKS FOR ITSELF! WHAT TRULY SETS LURA APART IS HER ATTENTION TO DETAIL. WHETHER IT BE FOR CONCEPTION OR EXECUTION, SHE HAS A DETAILED EYE AND ENSURES ACCURACY & CONSISTENCY ACROSS ALL WORK. HER WILLINGNESS TO HELP ON ANY PROJECT AND POSITIVE ATTITUDE FURTHER SUPPORT HER BEING A TRUE ASSET TO THE TEAM!

### **FLO KATZENBACH, SR. PRODUCT DESIGNER, WORKED TOGETHER AT UPSHOT**

LURA HAS BEEN AN INCREDIBLE MENTOR, COLLABORATOR AND ADVISOR TO ME. HER ENERGY AND ENTHUSIASM MAKE HER A HIGHLY SOUGHT OUT TEAM MEMBER, AND HER QUICK WAY OF THINKING HAS LEAD TO TRULY UNIQUE SOLUTIONS THAT ARE FUN TO EXECUTE AND OBSERVE.

### **SHANNON LEE, SR. VP, CREATIVE, WORKED TOGETHER AT STUDIO NORTH**

LURA WAS AN IDEAL DESIGNER TO ART-DIRECT BECAUSE OF HER KEEN UNDERSTANDING OF DESIGN PRINCIPLES, HER DESIRE TO DO GREAT WORK, AND HER PLEASANT DEMEANOR. SHE WAS ALSO VERY ADAPTABLE; I PUT HER ON A RANGE OF PROJECTS FROM VIDEO STORYBOARDS, DIRECT MAIL, ANIMATED GRAPHICS, AND EVEN SOME EXTENSIVE PHOTOSHOP IMAGE MANIPULATION. I WAS VERY PLEASED WITH HER CREATIVE EXECUTION