



Colleen R Abel

Creative Manager and Senior Graphic Designer

PROFESSIONAL SUMMARY

A globally recognized senior creative and team leader, adept at spearheading the complete design process from conceptualization to delivery for more than 25 diverse clients. Successfully mentored a team of four designers at Gartner, doubling productivity and shaping award-winning solutions. Modernized and revamped the CyberEdge logo and collateral, increasing brand visibility by 20%.

EXPERIENCE

Creative Manager Consultant

CyberEdge Group / Fort Lauderdale, FL

February 2022 – Present

- Delivered design development, creative support and brand strategy for 20+ IT and cybersecurity marketing clients, elevating design quality and brand recognition.
- Streamlined creation of 60-page reports, infographics and technical diagrams, increasing productivity by 50%.
- Transformed client requirements into over 50 innovative marketing deliverables, enhancing customer engagement.

Senior Graphic Designer and Team Lead

Gartner / Stamford, CT

June 2013 – April 2020

- Successfully led, mentored and inspired a team of designers and freelancers to produce compelling materials for conference attendees, driving a remarkable 15% increase in engagement.
- Enhanced email communication strategy by optimizing multiple touches and increasing open and click-through metrics by 10%.
- Collaborated with cross-functional teams to ensure a seamless client experience, align brand identity across all solutions, and achieve 100% consistency, enhancing client satisfaction and loyalty.
- Implemented reusable and efficient template components alongside design best practices for in-house designers and external contributors, leading to an impressive weekly time savings of over 25 hours in design efforts.
- Coordinated 50+ annual conference campaigns, by delegating and allocating staff and meeting rigorous deadlines and increasing attendee engagement by 15%.
- Prepared detailed guidance to optimize, restructure and grow the design team's capabilities by 30% within the yearly budget.

Senior Graphic Designer

Gartner / Stamford, CT

April 2005 – June 2013

- Designed 200+ high-impact, visually compelling corporate materials, maintaining full compliance with branding objectives and design standards.
- Facilitated ten copywriters, editors and project managers in developing in-house collateral, resulting in 100% client satisfaction.
- Implemented an archiving system and naming convention for resource management that achieved an exceptional 20% increase in time savings.
- Designed and developed a Sales Prospectus generating a 10% upturn in company interest and elevating hiring leads by 15%.
- Produced 100+ promotional and direct-mail pieces while collaborating with marketing managers to develop targeted campaigns per conference, driving a year-over-year 18% improvement in attendee registrations.
- Maintained flawless production timing between printer and mail house, ensuring 100% on-time delivery without additional costs.

CONTACT

- Ansonia, CT
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SKILLS

Technical:

Adobe Creative Suite:
InDesign, Illustrator,
Photoshop, Acrobat Pro,
Dreamweaver

Microsoft Office 365: Word,
Excel, PowerPoint, Outlook,
Teams

Figma, JIRA, Asana, Slack

Design:

Branding, Digital Design,
Infographics, Typography

Logo Design, Print Design,
Brochures, Photo Editing

Publishing, Template Design

Management:

Project Management, Process
Optimization

Collaboration, Communication,
Critical Thinking

Asset Management, Attention
to Detail, Multi-tasking

EDUCATION

Arcadia University
Glenside, PA

Bachelor of Arts
Science Illustration

*Concentrations in Graphic Design
and Biology*