



Colleen R Abel

Creative Manager and Senior Graphic Designer

PROFESSIONAL SUMMARY

A globally recognized senior creative and team leader with over 20 years of experience 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, Annapolis, MD

February 2022 – Present

- Provide design development, creative support and brand strategy for 20+ IT and cybersecurity marketing clients by elevating design quality and brand recognition.
- Streamline the creation of 60-page reports, infographics and technical diagrams, resulting in a 50% increase in productivity and time saved.
- Customize document layouts by effectively communicating with clients and transforming content into innovative marketing deliverables.

Senior Graphic Designer and Team Lead Gartner, Stamford, CT

June 2013 – April 2020

- Led, mentored and inspired a team of designers and freelancers by developing informative pieces for the conference attendees, demonstrating a 15% increase in engagement.
- Supported the email communications strategy by optimizing multiple touches and improving open and click rate metrics by 10%.
- Liaised between program and marketing managers and technology teams to 100% ensure consistent client experience by aligning the brand identity across solutions.
- Developed reusable, streamlined template components and design best practices for designers and external contributors, saving 25+ hours a week of design time.
- Coordinated the creation of 50+ yearly conference campaigns by delegating and allocating staff to achieve rigorous, fast-paced deadlines.
- 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 high-level, visually compelling corporate materials while maintaining 100% 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 optimized time saved by 20%.
- Designed and developed a Sales Prospectus generating a 10% increase in company interest and elevating hiring leads by 15%.
- Produced 100+ promotional and direct-mailing pieces by collaborating with marketing managers to develop targeted campaigns per conference, improving attendee registration by 18% year over year.
- Supported the design projects for 10+ conferences by scheduling workflow and hiring freelancers to achieve target dates.
- Coordinated production timing between printer and mail house, maintaining 100% of all deadlines and incurring no extra costs or fees.

CONTACT

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SKILLS

Technical:

Mac and PC

Adobe Creative Suite
(InDesign, Illustrator,
Photoshop, Acrobat Pro,
Dreamweaver)

Microsoft Office 365
(Word, Excel, PowerPoint,
Outlook, Teams)

Figma

Google, JIRA, Asana, Slack

Design:

Branding

Brochures

Digital design

Infographics

Logo design

Photo editing

Print design

Typography

Management:

Asset management

Attention to detail

Collaboration

Communication

Critical thinking

Multi-tasking

Problem-solving

Project management

Process optimization

Template design

EDUCATION

Arcadia University

Glenside, PA

Bachelor of Arts

Science Illustration

Concentrations in Graphic
Design and Biology