

December Lambeth

creative innovator. strategic leader.
digital explorer.

contact



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decemberlambeth.com



/december-lambeth

core competencies

Integrated Marketing
Creative Direction
Multimedia Design
Adobe Creative Suite
Higher Education Marketing
Brand Development
Content Strategy
Creative Development
Product Development
Team Leadership
Process Improvement
Fundraising/Nonprofit Marketing
Medical/Health Care Tech and Innovation Marketing

recommendation

"I was impressed by December from our first meeting (when she was interviewing me for an account manager position). Not only is she a talented designer, she's also an excellent manager, co-worker, and mentor. She is always willing to do what it takes to get the job done (on time!), while also finding teachable moments to help her direct reports and everyone else at the agency to improve and become more efficient...."
-Ciara Hartsook, Director of Client Services at Unstoppable Co. Visit [LinkedIn](#) for complete list of recommendations at /december-lambeth.

experience

IDT - INTEGRATED DNA TECHNOLOGIES | REMOTE | FEBRUARY 2023 — PRESENT

Multimedia Designer

As a Multimedia Designer, I have the opportunity to be both a digital explorer and a traditional creative. Experiencing the best of both worlds through learning new digital tactics and honing my extensive knowledge in marketing and branding. My day-to-day includes:

- **Supporting** IDT growth initiatives through product and service campaign development.
- **Creating** strategic digital campaigns through responsive marketing tactics.
- **Strengthening** IDT's identity through brand extension and growth.
- **Building** an enhanced library of video assets and components.

RNL - RUFFALO NOEL LEVITZ | CEDAR RAPIDS, IA | NOVEMBER 2021 — FEBRUARY 2023

Senior Designer

As Senior Designer, I developed and designed compelling, multi-channel marketing campaigns that drove results and supported clients in their Enrollment Marketing, Retention, and Fundraising goals.

- **Concepting, designing and producing a variety of materials for traditional and digital channels:** Paid Social, Display, Websites, Video, Email, Direct Mail, Print Collateral, and more.
- **Creative leadership** on brand, design, and user experience for client marketing efforts.
- **Working collaboratively** with Copywriters, Web Developers, Content Strategists and Team Leads.
- Presenting creative work to both internal teams and clients.
- **Consulting** with Client Success teams, Resource Managers and partners to evaluate individual project needs, prioritize tasks and meet project deadlines.
- **Providing creative feedback** and production support for fellow team members.
- **Maintaining up-to-date knowledge of design and marketing best practices** to facilitate continual testing and optimization of creative deliverables.

RNL - RUFFALO NOEL LEVITZ | CEDAR RAPIDS, IA | MAY 2019 — OCTOBER 2021

Creative Director

As Creative Director, I worked alongside a team of marketing leaders building a modern agency approach for our clients.

- **Leading a talented, award-winning team of more than 25 designers and writers**
- Mentoring and coaching designers, setting goals and advancing professional development
- **Managing staff assignments for more than 300 clients**
- Analyzing response rates and client goals to provide campaign and content strategy
- Reviewing creative drafts for brand conformance and alignment with campaign strategy
- **Strengthening relationships with high profile clients** through custom creative discovery and strategy development
- Developing product guides to support the sales cycle
- Auditing campaign timelines for accuracy and profit margins
- **Utilizing and reviewing KPIs to establish efficiencies** and quality benchmarks
- Executing quality control reviews throughout all phases of the print production cycle

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awards



130+ Higher Education Design Awards

I have had the privilege to lead a talented team of writers, designers and developers in winning over **130 higher education design and digital marketing awards**. Plus, **eight Service Industry Advertising Awards** and **seven Annual Health Care Advertising Awards**.

education



BFA, University of Kansas

clients

West Virginia University Foundation

Catawba College

Western Oregon University

Marshall University

Harrisburg University

Morgan State University

Mills College

Gordon College

University of Idaho

Cabrini College

University of Alaska Foundation

Florida Atlantic University

North Carolina A&T State University

University of Central Oklahoma

California College of the Arts

University of Washington

Florida Agricultural & Mechanical University

experience

TWG PLUS | AUSTIN, TX | JANUARY 2017 — JANUARY 2019

Director of Creative Services and Content Strategy

As the Director of Creative Services and Content Strategy, I developed highly customized integrated marketing campaigns to drive an increase in brand recognition and enrollment goals. On average, **clients experienced an increase of 25% in applications, 32% in deposits, 37% in inquiries and 22% in their incoming classes.**

- Building strategic campaign marketing and strengthening brand recognition within the traditional and non-traditional student demographic, including secondary and tertiary markets
- Developing personalized websites focused on the student experience
- Maximizing social media platforms through campus events, video integration, student influencers, hashtags and tag-worthy collateral

TWG PLUS | AUSTIN, TX | JANUARY 2012 — JANUARY 2017

Director of Operations and Creative Services

The role of Director of Operations and Creative Services required an equal combination of right-brain and left-brain strengths on a daily bases.

- Recruiting an in-house design team to redirect outside creative costs, **bringing in more than \$500,000 in revenue-generating creative work within the first year**
- Contributing to a **50% growth in new products and services**
- Establishing pricing and set timelines for products and services to assist in **lowering costs and expanding margins up to 10%**
- **Directing creative, content and strategy for more than 150 clients**, including brand development, demand generating enrollment campaigns, integrated marketing for admissions, website design and social media marketing

TWG PLUS | AUSTIN, TX | APRIL 2008 — JANUARY 2012

Director of Creative Services and Production Management

I had the opportunity to contribute to the successful launch of TWG Plus during the acquisition by The Whitley Printing Company in January of 2009.

- Develop innovative products including digital viewbooks, responsive email campaigns, custom print collateral and highly personalized direct marketing communication plans
- Drive process improvements from ideation to implementation
- Collaborate directly with our clients to bring ideas to life through lead generating campaign strategies to exceed their marketing and enrollment goals

TOWNSEND COMMUNICATIONS, INC. | KANSAS CITY, MO | MARCH 1998 — MAY 2008

Creative Director and Production Manager

At Townsend, I served as Creative Director and Production Manager for both the local lifestyle and national collegiate publications.

- Creative direction and editorial strategy
- Advertising development
- Creative and production timelines
- Staff development, recruitment and hiring
- Support the company's marketing and new product development needs

DECEMBER DESIGNS | OLATHE, KS | JANUARY 1995 — PRESENT

Owner and Principal

December Designs provides multimedia design solutions including brand development, content strategy, and responsive marketing.