

CAROLYN SINCLAIR

New Orleans, LA | CarolynJSinclair@gmail.com | CarolynSinclair.com

CREATIVE LEADER | ART DIRECTOR | BRAND & VISUAL COMMUNICATIONS STRATEGIST

PROFESSIONAL SUMMARY

Award-winning creative leader and art director with more than 25 years of experience developing brands, integrated campaigns, and visual communications across agency, in-house, nonprofit, and freelance environments. Expertise in creative direction, branding, visual storytelling, graphic design, photography, and print and digital communications.

More than nine years of experience supervising and mentoring junior designers and freelancers, providing clear creative direction and constructive feedback from concept through final execution. Skilled at translating complex organizational and mission-driven messages into clear, engaging communications while balancing stakeholder priorities, brand integrity, deadlines, and budgets. Collaborative, hands-on, and calm under pressure, with extensive experience working across departments and with outside creative partners.

AREAS OF EXPERTISE

- Creative Direction & Art Direction
- Team Leadership & Mentoring
- Brand Strategy & Visual Identity
- Integrated Campaign Development
- Visual Storytelling
- Print, Digital & Social Media Design
- Creative Review & Quality Control
- Stakeholder & Board Communications
- Photography Art Direction
- Project, Budget & Schedule Management
- Print Production & Vendor Coordination
- Nonprofit Marketing & Communications
- Cross-Functional Collaboration
- Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Freelance Art Director / Designer

CAROLYNSINCLAIR.COM — New Orleans, LA | October 2005-Present

- Lead branding, art direction, design, and visual communications projects for nonprofit, cultural, educational, advocacy, tourism, hospitality, and consumer clients.
- Develop brand identities, advertising, social media, websites, event materials, and other print and digital communications.
- Translate organizational goals and complex subject matter into clear, audience-focused visual communications.
- Hire and collaborate with copywriters, illustrators, photographers, web developers, videographers, printers, and other creative partners.
- Art direct photography and coordinate project schedules, vendors, production, and budgets.

Selected clients: LGBT+ Archives Project of Louisiana, Louisiana Queer Arts, Ascension Parish Tourism, LAS Shutters + Windows, Music and Culture Coalition of New Orleans (MACCNO), James Michalopoulos' New Orleans Rum & Cane Rum, Black Magic Spiced Rum, MiLa Restaurant, Risher Martin Fine Homes, and Hotel Commonwealth Boston.

Interim Executive Director

SAVE OUR CEMETERIES — New Orleans, LA | January 2018-December 2023

- Directed operations, marketing, communications, fundraising, public programming, partnerships, and administration in collaboration with the Board of Directors.
- Served as the organization's sole employee for an extended period, maintaining operations and public engagement during significant transition.

- Led a comprehensive rebranding and website relaunch that clarified the organization's position and strengthened its visual identity.
- Developed marketing initiatives that contributed to a 30% increase in tour bookings.
- Produced more than 20 fundraising and community events that generated more than \$80,000 in new revenue.
- Established partnerships with leading local cultural organizations and oversaw tour programming, guide management, and production of printed materials.

Senior Art Director

PETER A. MAYER ADVERTISING — New Orleans, LA | August 1998-October 2005

- Conceptualized and directed integrated advertising and marketing campaigns for major tourism, hospitality, healthcare, entertainment, consumer, and public-sector clients at what was then the Gulf South's largest full-service advertising agency.
- Supervised and mentored junior designers and freelancers working on collaborative projects and independent assignments.
- Provided creative direction and constructive feedback to strengthen concepts, maintain brand standards, and achieve the strongest final solutions.
- Collaborated with copywriters, account teams, clients, photographers, production staff, and outside vendors while managing multiple assignments and deadlines.

Selected clients: New Orleans Tourism, Louisiana Tourism, Delta Queen Steamboat Company, Sonesta Hotels & Resorts, Sheraton New Orleans Hotel, Sazerac Brands, Stewart Enterprises, Ochsner Health, and Harrah's Casinos.

Art Director

TALBOTS — Hingham, MA | May 1996-August 1998

- Conceptualized and designed catalogs, direct mail, advertising, collateral, signage, and other communications for a national fashion retailer.
- Supervised and mentored three to four junior designers and freelancers.
- Provided creative direction and reviewed work in progress to help designers strengthen their ideas and final solutions.
- Art directed fashion photography and collaborated with copywriting, merchandising, marketing, and production teams.

SELECTED AWARDS & RECOGNITION

- Advertising Club of New Orleans — Multiple honors
- Hospitality Sales & Marketing Association International — Excellence in Marketing
- Art Directors Club of New Jersey — Multiple honors
- Graphic Artists Guild of America — Two honors
- Featured in Retail Adweek's annual "Best Of" edition
- Featured in Shopping Bag Design 2 by Judi Radice

EDUCATION

Bachelor of Fine Arts in Communications
Parsons School of Design — New York, NY