

# SUZZETTE FREEDLANDER

✉ dspot@rcn.com  
🌐 www.linkedin.com/in/suzzettefreedlander  
🏠 Framingham, MA  
☎ 508.654.1130  
🌐 Portfolio [www.SuzzetteFreedlander.com](http://www.SuzzetteFreedlander.com)

Creative Director and Art Director with 20+ years leading branding, campaigns, digital and packaging for global consumer brands. Skilled at translating strategy into compelling creative, directing cross-functional teams, and delivering measurable business impact. Adept at mentoring talent, streamlining processes, and aligning creative with organizational goals.

## EXPERIENCE

### SENIOR GRAPHIC DESIGNER / ACTING ART DIRECTOR

#### HELEN OF TROY BEAUTY & WELLNESS, MA JUNE 2018 TO PRESENT

- Led and executed creative for multi-channel brand campaigns, digital, social, email, and seasonal product launches - driving measurable engagement and sales lift.
- Directed and owned packaging design for global product launches from concept through final artwork ensuring brand consistency across regions and languages.
- Partnered with marketing, e-commerce, consumer insight, and product teams to translate business goals into compelling creative strategies.
- Mentored freelancers and acted as interim art director, elevating design quality and team collaboration to meet aggressive deadlines with high-quality outcomes.
- Spearheaded rollout of Aprimo DAM company-wide, managed configuration, training, improving asset accessibility and workflow efficiency

### GRAPHIC DESIGNER AND PRODUCTION MANAGER

#### KAZ, INC. (acquired by HELEN OF TROY), MA FEBRUARY 2005 TO MAY 2018

- Designed packaging, POP displays, and other product specific artwork for health and wellness products brands (Honeywell, Braun, Vicks, PUR) across global regions (US, Canada, Latin America, and EMEA)
- Played a pivotal role as a Production Manager for the Canada and Latin America regions, managing production schedules, balanced budgets, vendor relations and trafficking.
- Directed and organized impactful photoshoots, contributing to the creative process by developing storyboards, retouching, and selecting impactful visuals.
- Demonstrated proficiency in maintaining our digital asset management system and providing training to users, ensuring optimal utilization and accessibility of digital resources.
- Transitioned from a freelancer role to a full-time employee in June 2012.

### CREATIVE DIRECTOR

#### DESIGNER'S SPOT, MA MAY 1999 TO MAY 2015

- Founded and ran boutique studio, delivering branding, print, trade show, web, and campaign work for 25+ clients.
- Directed creative teams, freelancers, interns and vendors; managed budgets, and presented strategy directly to clients.
- Clients included: Pratt & Whitney, Wall Street Journal Real Estate Section, Performing Art Center of MetroWest, The Clean Machine, Honeywell, Jewish Family Service, Simplicity, Marian High School, The American BBQ

### SENIOR DESIGNER

#### SIR SPEEDY PRINTING, MA SEPTEMBER 2001 TO DECEMBER 2004

- Collaborated in a two-person design department on diverse design projects from concept through production, including client-facing presentations, operating various equipment, including copiers and printing presses.

### ART DIRECTOR

#### CHISWICK (NEBS), MA SEPTEMBER 1996 TO MAY 1999

- Managed the production of seven monthly catalogs, overseeing the entire process from photography, execution and custom artwork designs and print coordination for packaging supply company.

### DESIGNER

#### SIMPLICITY PATTERN COMPANY, NYC SEPTEMBER 1994 TO MAY 1996

- Designed of an array of craft books, fashion catalogs, home decor, crafts, pattern books, and various other projects. Assisted on photoshoots and retouched photography.

### DESIGNER AND EDITOR

#### COMING ATTRACTIONS MAGAZINE, NJ JUNE 1993 TO JULY 1994

### DESIGNER

#### DMB&B ADVERTISING AGENCY, NYC JULY 1992 - JUNE 1993

## CORE STRENGTHS

- Brand and Campaign Development
- Art Direction and Concepting
- Cross-Functional Leadership
- Packaging and Retail Design
- Digital and Social Creative Strategy
- Photography and Video Direction
- Implementation & Process Optimization

## SKILLS

**Creative:** Brand Strategy, Concept Development, Campaign Direction, Storytelling, Packaging Design  
**Technical:** Adobe CC, Figma, After Effects, Aprimo, Asana, Microsoft Suite, WFD, WordPress  
**Leadership:** Cross-Functional Collaboration, Vendor Management, Mentorship

## CERTIFICATIONS

### SUPERHUMAN AI

#### AI WORKPLACE PROFICIENCY

OCTOBER 2024

### SIMPLIV TRAINING COURSE

#### DIGITAL MARKETING

MARCH 2023

- Increased my knowledge on SEO and Keywords, Social Media optimization, Search Engine Marketing and Google Analytics.

## VOLUNTEER LEADERSHIP

### VICE PRESIDENT OF EDUCATION

#### TEMPLE ISRAEL OF NATICK

MAY 2023 - JUNE 2026

- Executive Board Member position overseeing Education programs (Nursery School, Religious School, and Youth), chaired search committees and supported youth initiatives

### SISTERHOOD

#### TEMPLE ISRAEL OF NATICK

JUNE 2014 - JUNE 2023

- Positions held 2 or 3 years: VP of Ways and Means, Hospitality Coordinator, Donor Dinners, Thank You Program (Leagrams), Youth Liaison.

### UNITED SYNAGOGUE YOUTH (USY) CHAIR

#### NATICK USY CHAPTER

SEPTEMBER 2016 - JUNE 2023

- Oversee the youth committee, organize events, and budget. Work closely with Youth Director.

### EMAIL MARKETING LEAD

#### TEMPLE ISRAEL OF NATICK

JULY 2018 - JANUARY 2023

- Develop, design and publish weekly constant contact email collaborating with all temple branches.

## EDUCATION

### BACHELOR OF ARTS

#### UNIVERSITY OF HARTFORD, CT

- Major: Communications, Advertising Graphic Design
- Minor: Computer Science