



JANE SOUTHWOOD

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SUMMARY

Resourceful Director of Creative and Internal Marketing who applies a comprehensive knowledge of design, advertising, brand management and creative strategy to achieve business goals. Proven track record of coaching teams through tight deadlines, acquisitions, and coordinated brand development. Success leading a Fortune 500 creative department as well as working in a small design agency and nonprofit environment. Known for remaining calm amid chaos, conceptualizing innovative creative work, and developing strong mentoring relationships to optimize results.

EXPERIENCE

RBC WEALTH MANAGEMENT, Minneapolis, MN 1998 – 2009

Director of Creative and Internal Marketing (2003 - 2009)

Spearheaded brand development and advertising initiatives for US Wealth Management. Planned, administered and monitored marketing and printing budgets. Supervised three managers of teams within marketing who led the design, client communications and field support teams. Provided clear leadership to the creative team.

- Executed new corporate brand platform multiple times as name changed and integrated four different acquisitions. This included designing company wide stationery templates, advertising and collateral and signage rollout to 165 locations. Also in charge of creative direction for numerous cross functional teams.
- Administered \$2.5 million annual budget. Maintained effective cost controls resulting in 20% print and production savings.
- Managed the relationship with advertising agencies and vendors ensuring coordinated efforts with the home office in Toronto. Initiated collaboration between ad agency and internal designers to squeeze the most out of tightening budgets.
- Led product, web and retail marketing teams, (14 employees) generating award-winning creative.

Creative Director (1998 - 2003)

Designed and implemented the high net worth brand globally as well as administering it within US.

- Established and maintained corporate wide identity standards resulting in coordinated national and international brand recognition.
- Developed a flexible, modular literature system that used online PDFs that could be printed in the field on preprinted shells. This eliminated the short shelf life of expensive collateral, maintained an upscale look while allowing on the fly legal changes and quick reactions to world events.
- Established and led an in-house design team. Art directed in-house creative team who handled 90% of design work dramatically reducing agency costs.

DAIN BOSWORTH, Minneapolis, MN

1992 - 1998

Senior Graphic Designer – full time in house contractor

Created a unified brand look from the ground up with new logo, font and color guidelines. Designed collateral and advertising under tight deadlines while handling multiple projects simultaneously. Coordinated work with external design and advertising agencies.

(All three companies above are the same company with a number of name changes. I started as a contract designer, was hired on as Creative Director and then promoted to Director of Creative and Internal Marketing. Throughout my tenure I was full time, in-house, with no breaks in employment)

EDUCATION

BA in Art, Art Education and Sociology (Graduated Cum Laude), Cornell College, Mount Vernon, Iowa

Graphic Design Certificate, Minneapolis Technical College, Minneapolis, MN

COMPUTER SKILLS

Adobe InDesign
Microsoft Word

Quark
Excel

Adobe Illustrator
PowerPoint

PhotoShop
Adobe Acrobat

COMMUNITY INVOLVEMENT/PROFESSIONAL AFFILIATIONS

- Board Member of the Neighborhood Involvement Program (a community clinic serving uninsured clients)
- Member of the CIP Business Advisory Council (helping mentally disabled adults find work)
- Member of AIGA since 1993
- Graphic Design USA national award (brochure design)
- RBC recognition award for corporate campaign