



SARINA MONTENEGRO

BRAND VISIONARY, CREATIVE LEADER

CONTACT

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SKILLS

Areas of Expertise

Brand Strategy
Identity
Digital
Print
Packaging
Signage
Art Direction

Professional Skills

Foster Collaboration in Teams
Client Management
Project Management
Process Improvement
Financial Budgeting
Talent Casting & Negotiations
Photo Production

Technical Skills

Adobe Illustrator CC
Adobe Photoshop CC
Adobe InDesign CC
KeyNote
Microsoft Word
Microsoft Excel
Microsoft PowerPoint

I am a brand expert and creative leader aimed to align design and business strategy. I am passionate about building rich brand experiences that are consumer-centered, meaningful and engaging. I lead teams with a focus on collaboration, empathy and a drive to innovate.

EXPERIENCE

MONTENEGRO DESIGN | Seattle, WA
Owner | Creative Director | Aug 2002 - Present

With every client, my goal is to connect their service, product or idea with their customers. I tell their unique story and take their customers on a journey that touches them on an emotional level. I transform business challenges into tangible marketing objectives and strategic design solutions which are a perfect mix of functionality, style and quality content.

Project Highlights

- **ARTUSI BAR: Brand Development, Print and Digital.** Developed identities and brand assets for renowned Chef Jason Stratton's restaurants Artusi and Aragona. I expressed Stratton's artistic vision for Artusi which has received high ratings amongst tough food critics and has been sited as a "classy-chic, yet comfortable destination for inventive cocktails and ingenious Italian food".
- **OPT: Brand Refresh, Print, Digital and Imagery.** Worked with key stakeholders to refresh the Olympic Physical Therapy brand and created a cohesive system of marketing content and tools for web, print, signage and e-marketing. OPT's bold new look and focused marketing campaigns boosted patient enrollment and caught the attention of an industry-leading physical therapy company resulting in the acquisition of all 9 NW locations.
- **TRUCE SPA: Naming, Brand Development, Print and Digital.** I developed the brand from the ground up starting with naming and positioning, the spa's new identity and suite of marketing tools enabled TRUCE Spa to successfully launch in the Eastside's hottest hotel, The Westin Bellevue. With rave reviews from travelers and locals alike, TRUCE has become *the* destination for a luxurious relaxing spa experience.

Partial Client List

ActiveCare	GrumanPR	SocialWerks
Artusi Bar	Kemby	Spinasse
Aragona Ristorante	Marios	Tatcha
Athletic Engineering	McKinney Group	Tenzan Aikido
Becauz	Nordstrom	Tommy Bahama
Couture Physique	Olympic Physical Therapy	Truce Spa
Cutter & Buck	Pacific Place	The Westin Bellevue
Etta Projects	Sirin Massage	The Voyager Group
Flora & Henri	Socius Law Group	W Seattle

RECOGNITION

AIGA Merit Award 1996
Nordstrom Direct Mail

RAC Silver Award 1996
Nordstrom National Magazine

EDUCATION

RAY COLLEGE OF DESIGN
Chicago, IL

B.A. in Visual Communications
1988 - 1992

INTERESTS

Food and Food Culture
Cooking
Art and Photography
Aikido
Snowboarding

EXPERIENCE

MARIOS | Seattle, WA
Brand Director | Feb 2014 - Nov 2015

With quality content and compelling design, I developed a singular brand experience that engaged the MARIOS customer throughout multiple channels. The results of my success are significant and far-reaching from driving sales, to initiating greater pride among the team of 100+ employees to garnering increased attention and respect from vendor partners.

- Gained trust between marketing and other business units while discovering the brand. Deep dives with employees in various departments; understanding of business model, sales cycle and competitors helped identify brand strengths and weaknesses, health of company culture and level of customer confidence.
- Developed brand strategy aligning company mission, goals and values which informed newly focused marketing plan; developed and executed creative direction of media for important touchpoints generating increased sales in women's by 6% and jewelry by 21%.
- Elevated creative direction for semi-annual Style Guide brought accolades from respected retail businesses and vendor partners. Proud merchants used the primary 80-page vehicle as a sales tool for the first time. Vendor co-op participation increased by 20%.
- Brand-focused content marketing initiatives positioned MARIOS as the destination for luxury and contemporary apparel. Their blog, e-marketing and social media presence broadened brand exposure and increased trust; social media campaigns brought attention and recognition by one of the hottest designers, The Row. The CFDA Award winner twice shared MARIOS Fall '14 and '15 images which received up to 3,900 Instagram likes and up to 46 comments.
- New e-marketing campaigns broadened outreach and boosted communications about sale events, trunk shows and promotions to existing customers; used as a key communication tool for sales staff proved to gain new subscribers by 22%.
- Developed efficient work processes across departments improving communication, team interaction, and daily performance.
- Managed \$750k creative budgets by negotiating prices and fees, while ensuring the highest quality in all deliverables — in print, packaging, imagery and web.
- Managed and led marketing team consisting of marketing manager, production and social media channel managers establishing new roles and responsibilities based on department needs and individual career goals, fostering collaboration, creating a motivated and productive team.

TETHER | Seattle, WA
Design Lead, Sr. Designer | June 2012 - Dec 2013

- Worked in partnership with Tatcha's founder on print collateral, video tutorials and e-marketing campaigns; led team in designing unique content that educated the consumer and positioned Tatcha as beauty thought leaders and knowledgeable skincare experts.
- Led design team in creating new product packaging, in-store product display concepts and the evolution of TATCHA's product packaging resulting in a functional yet high-touch brand experience.
- Managed account and led design team in naming and positioning of Sirin Massage. Developed brand identity, print and web site design that prompted a one-person business to grow into a studio of six practitioners.

METHODOLOGIE | Seattle, WA
Designer | Apr 2000 - Aug 2002

NORDSTROM | Seattle, WA
Sr. Art Director | Oct 1995 - April 2000
