

APRIL NEESE

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SKILLS:

- Lead and steward creative strategy for consumer brands
- Manage team of creative resources both internally and externally
- Collaborate with cross-functional teams to ensure marketing objectives are met
- Lead the development of creative presentations to key internal stakeholders
- Lead workshops and ideation sessions to meet design and/or innovation objectives and strategies
- Ability to art direct photography, illustration and production
- Experience in translating consumer trends and insights into packaging solutions
- Ability to learn and adapt quickly and work in a constantly evolving environment.
- Expert in Adobe Creative Suite

EDUCATION:

GRAPHIC DESIGN • BFA • 2008
INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY

PSYCHOLOGY • BA • 2006
UNIVERSITY OF TAMPA

EXPERIENCE:

CREATIVE DESIGN MANAGER

KENVUE (FORMALLY KNOWN AS: JOHNSON & JOHNSON CONSUMER HEALTH) • 2023-PRESENT

Manages multiple squads of designers, photographers and copywriters and leads the creative direction from an end-to-end, cross-functional team process for Kenvue brands. Responsible for stewarding the creative development and concepts for the collective portfolio of brands through supporting North America market's initiatives in Marketing, and Sales.

- Manages the day-to-day support of multiple groups of creatives including copywriters, designers and project managers
- Leads branding and creative development of marketing communication assets for the Baby/Body, Wellness and Oral Care squads in Kenvue (Aveeno, Aveeno Kids, Aveeno Baby, Neutrogena, Johnsons Baby, Viv & Bloom, Listerine, Lubriderm, Bandaid, and Pepcid)
- Oversees and directs the implementation of the brand guidelines and strategies across multiple areas of execution from marketing campaign ideation through in-store and special event activations
- Plans and leads Creative and art direction for all advertising video/photo shoots for all brands
- Keeps teams curious and creative with learnings/trainings and building talent

CREATIVE DESIGN MANAGER

JOHNSON & JOHNSON CONSUMER HEALTH • 2015-2023

Leads a group of designers and the creative direction from an end-to-end, cross-functional team process. Responsible for stewarding the creative development and concepts for the collective portfolio of brands through supporting lead global market's initiatives in Marketing, Sales and specialty Packaging

- Leads branding and creative development of product design and packaging for all the Vogue haircare brands (OGX, Aveeno, Neutrogena, Rogaine and Maui Moisture)
- Oversees and directs the implementation of the brand guidelines and strategies across multiple areas of execution from marketing campaign ideation through in-store and special event activations
- Creative and art direction for all advertising video/photo shoots for all brands
- Keeps team curious and creative with learnings/trainings and building talent

DESIGN LEAD

AUTOLOOP • 2013-2015

Lead a team of graphic designers at Autoloop, the digital agency of record for the car brands Subaru and Toyota.

- Lead on creative of concept and creation of e-mail marketing templates to be used nationally
- Coded responsive templates to be used across entire team to customize across all clients
- Helped create a library platform of assets to be used nationally for each client
- Lead creative on mailers for use of national dealerships