

Amanda Mohs

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Atlanta, GA | Remote

A strategic brand and creative leader with fifteen years of experience at in-house creative agencies. Built, led and mentored successful cross-functional teams backed by strong design processes and high-quality standards. Delivering design experiences across a wide range of projects from brand development, multichannel marketing initiatives, digital product launches, advertising campaigns, and video production.

EXPERIENCE

Director, Creative and Brand Marketing

SAILPOINT | 2021 – Present

Setting the creative and brand strategy for the pioneer of the identity security space. Leading the creative vision for enterprise technology company across all marketing and brand touchpoints.

- Launched a modern new brand identity inclusive of new logo, look and feel, digital brand guidelines, marketing collateral, videos, and website overhaul. Created over 300 brand assets, +40% increase in social performance, 8% increase in brand perception.
- Creating multi-million dollar global advertising campaigns across organic and paid promotion across LinkedIn, Google Ads, and premium publishers like Fortune, WSJ, CIO.com, NYT, The Guardian, Singapore Business, Forbes, and more.
- Leading global reoccurring events like the flagship Navigate, Navigate on Tour, IdentityTV, and Identity Day events serving thousands of attendees. Managed the creation of design assets like signage, booths, keynote presentations, stage designs, theme, advertising and promotion, landing pages, and app.

Assistant Vice President, Creative Director

EPIC INSURANCE BROKERS & CONSULTANTS | 2017 – 2021

Developing digital-focused brand and marketing initiatives that drive engagement and value for business. Leading the in-house creative department and setting the creative vision for our portfolio of brands.

Manage portfolio of brands, creating integrated marketing campaigns and supporting brand initiatives:

- Led the brand refresh for EPIC supported by a 55+ page Brand Guidelines which included updated color palette, typography, custom imagery and robust set of templates. Drove adoption by rolling out a new section of the company intranet called Brand Elements available to the 2,600+ employees of the company
- Increased pageviews by 425% by creating an interactive web experience for the 2020 Year in Review campaign supported with new animated and video creatives promoted across paid media, social and email channels
- Drove \$1M+ in sales opportunities in 2020 with COVID-19 awareness and educational campaign that included 150+ insight articles and promotions on web, social and email

Drive operational improvements by implementing new processes and tools across a team of 15+ marketing and creative resources spread across multiple locations and timezones:

- Shifted work from print-based pre-sales support and refocused to brand strategy and integrated marketing campaigns prioritizing interactive digital-first client experiences
- Setup new digital project management (PM) and collaboration tools – supporting over 4,000 tasks a year
- Migrated to a unified cloud-based file storage solution with streamlined file organization mirroring PM tool

Manage the suite of brand web properties responsible for design, development, customer experience, lead generation, marketing technologies and agency support:

- Redesigned the epicbrokers.com website in 2019 using new lead generation tactics and integrating martech stack leading to an increase of 263% in traffic and 148% increase in pageviews
- Drove an increase of 600% in generated leads by redeveloping the Jerry Parks Insurance Group website in 2019. Implemented an efficient templated approach to improve speed to market and replace outdated web experience.
- Part of the web committee overseeing and advising on 400+ web domains and properties

Manager of Design

INTERCONTINENTAL EXCHANGE & NEW YORK STOCK EXCHANGE | 2015 – 2017

Rebranded the New York Stock Exchange and ICE to expand their appeal to younger, technology-centric companies while sustaining their world-class reputation. Drove the creative direction across the enterprise with a global team of only 4 cross-functional designers, achieving 10-20% increase in customer engagement across all channels over the course of 12 months.

Continuously drove team performance with 30% productivity increase in the past year:

- Delivered 85 projects (up from 60) and over 200 creatives (up from 150) per month
- Unified disparate ICE and NYSE designers into a cohesive, cooperative group
- Refined processes throughout the company, including the launch of a new system for custom creative requests, workflow, project/time tracking, reviews and approvals. Implemented self-service system to speed access to logos, imagery and content
- Drove selection of external agency and manage ongoing relationship

Drove increases in customer engagement rates through a refresh in brand identity for both ICE and the NYSE:

- New brand guidelines, typography, colors, images, visuals, presentation templates, etc.
- Ad click-through rate up 22% and video completion rates up 13% in past 12 months
- New animated social media product with 12% engagement rate
- Established a global photography project that has delivered over 200 visuals of our offices, people and technology

Redesign of theice.com and nyse.com increased visitors by 20%, reduced bounce rate by 20% with an overall 30% lift in pageviews:

- Worked closely with development, created a responsive contemporary site with full mobile and tablet support
- Delivered new cohesive set of business-centric, interactive web components: carousels, tiles, related content, imagery, charts, infographics, tables, news and social integrations

Associate Creative Director

THE WEATHER CHANNEL (weather.com) | 2007 – 2015

Led the advertising creative team of designers and developers and invented several new ad products, garnering numerous awards - Effie, OMMA, Smarties, AdWeek - and recognition of Slider (where an ad slides in from the side of a mobile site) as an IAB standard. Successfully executed over 200 projects per month, driving \$223M in sales revenue for cross-platform customers of The Weather Company properties.

Drove the creation of innovative advertising and continuous improvement of existing products:

- Created Branded Background - Weather's highest revenue ad solution across all digital platforms
- Developed Mobile Adaptor product that customizes creative based on the user's location and weather conditions, generating over \$1M in revenue in the first 10 months
- Set the standards for advertising design - owning and continuously evolving the core templates and specs.
- Created true, cross-platform integration opportunities by standardizing all mobile advertising specs for digital ad sizes and operational behaviors

Directed, developed, and executed strategic advertiser initiatives. Successes included:

- Westin iPad ad campaign, concept and pitch, resulting in \$500K revenue
- Verizon mobile concepts, mobile site, branding elements and banners for \$2M co-branded exclusive content deal (featured in Mobile Marketer)
- Disney's Land of Oz cross-platform campaign that featured my innovation - Fictional Forecast (2013 OMMA award winner)

EDUCATION

Bachelors of Fine Arts (BFA), Digital Media
University of Georgia

User Experience Design Certificate
Cornell University

User Experience (UX) Design Bootcamp
General Assembly

RECOGNITION

2022 Communicator Award of Excellence (Web, Marketing, Integrated Campaign)
2016, 2017, 2018 Pearl Awards Judge for the Content Council
2016 NYSE Snapchat Filter featured in AdWeek
2014 AdWeek Media Plan of the Year, Effie Gold & Bronze Weather Program
2013 Smarties In-App Advertising Award, OMMA Best Integrated Online Campaign
2012 IAB Mobile Rising Star, Smarties Brand Awareness Award
2011 IAB Tablet Creative Showcase Recognition