

SANDRA EDDY

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OVERFLOW ORIGINALS

Principal Creative and Brand Strategist

2013 -Present

Creative and User Experience executive with deep experience in brand development, digital marketing, mobile strategy, and ecommerce.

Proven record of strong creative leadership of staff including designers, ux specialists, copywriters and product managers at advertising agencies, entrepreneurial startups, and large publicly traded consumer-facing companies.

Served clients in industries ranging from entertainment and sports marketing to lifestyle, travel and consumer packaged goods.

- *Recent client list includes:* Qantas Airways, USC, The J. Paul Getty Center, Grayling PR, Alertsec, Paramount Television, Cascadia Capital

SCOREBIG

Creative/UX Director

Hollywood, CA 2010 - 2013

\$50 million venture-backed startup, with a "name your own price" model for live entertainment ticketing.

Managed all aspects of creative and user experience, including design, brand strategy and development, competitive analysis, editorial/content, wireframes and interactive prototypes, user testing and data analytics. Reported to Chief Revenue Officer.

- Evolved company's digital presence by translating the ScoreBig website to Responsive Design to better capture mobile traffic by providing an optimized experience across all platforms, resulting in an 12% lift in mobile conversion
- Redesigned homepage for more flexible merchandising opportunities and optimized deeper pages to improve user comprehension by 60%, reduce exit rate by 48% and increased conversion by 10%
- Launched partner program with United Airlines where MileagePlus members could use and earn miles for tickets on ScoreBig within a co-branded experience, resulting in 5% share of total revenue at 90 days post launch
- Implemented testing plans and optimization strategy to increase conversions based on direct results data and best practices
- Collaborated with business development and analytics to drive product features that enhance b2b efforts
- Improved online customer experience through customization, providing more relevant site content through curated, personalized recommendations

TICKETMASTER

Associate Creative Director

Los Angeles, CA 2008 – 2010

Publicly traded multi-billion dollar global ticket sales and distribution.

Responsible for style guide, creative strategy and execution for all United States sports marketing. Reported to VP of Creative.

- Executed a complete overhaul of all sports marketing materials to redefine tone of messaging and evolve creative to better engage the target audience
- Worked directly with NFL each season to evaluate updates to the league style guide and creative direction for all offline marketing materials, including rich media ads, in-venue LEDs, print and POS materials
- Concepted and created promotional print collateral for Billboard Magazine, SXSW, US Open Tennis, RIM (Blackberry), and American Express

COTTONBLEND

Senior Art Director

West Hollywood, CA 2005-2008

Creative and development agency dedicated to creating world-class websites for Ticketmaster clients. (Ticketmaster subsidiary)

Supervised all creative development for Cottonblend clients, including American Express, Herbie Hancock, Viejas Entertainment, Silent Touch Productions and Hollywood Reporter. Reported to VP of Creative.

- Managed and mentored a diverse creative team, ensuring design quality and integrity for all projects
- Conceptualized and presented strategic thinking and creative work for client review
- Point person on client pitches to Branson League of Theaters in Branson, MO, representing a multi-million dollar account for Ticketmaster
- Executed promotional videos for Cottonblend and Ticketmaster, including the creation of storyboards, direction and shooting of footage, and editing the final cut
- Launched Flash-based websites for Herbie Hancock, Silent Touch, DJ Marshall Barnes, and Cottonblend

MCELROY, INC.

Art Director

Marina Del Rey, CA 2002-2005

Advertising and marketing agency specializing in digital strategy and production for Consumer Packaged Goods, auto and entertainment clients including, Nestle, ConAgra Foods, TSG Consumer Group, Subaru, Honda, NBC and AIG. Reported to Executive Creative Director.

Concepted and created websites, rich media ads and promotional materials for the Nestlé suite of brands including Taster's Choice, Carnation Instant Breakfast, Coffee-mate, Nescafé, Tollhouse Candy Bars and Verybestcoffee.com

- Successfully launched immersive "coffeehouse" microsite for Nestlé Taster's Choice, serving as a backdrop for brand messaging and product content
- Partnered with "The Apprentice" on NBC to make Taster's Choice a featured product on the show, incorporating this partnership into the homepage for the site launch
- Collaborated with the Creative Director to concept and build out the corporate website using Flash and Lightwave to create a three-dimensional interactive space, while creating a brand identity for McElroy itself

KAUFFMAN PATRICOFF ENTERPRISES

Senior Designer

Los Angeles, CA 1999-2001

250+ employee digital agency specializing in media/entertainment, lifestyle and lifestyle clients with offices in NYC and Los Angeles.

Responsible for creative pitches, client presentations, web design and Flash development.

- Art Director for a redesign of the Six Flags Theme Parks website, responsible for creating an innovative and engaging online experience for over 40 domestic and international parks
- Managed the design team through concepting phase including competitive analysis, color palette and font style choices, and mood boards
- Developed UI design, interactive navigation and content layout
- Flash developer for Mandalay Bay Hotel & Casino Resort CD-ROM showcasing the new Mandalay Bay Conference Center
- Point person for Princess Cruise Lines presentation, showcasing all proposed aspects of an upgrade for their website including design, strategy, branding and content management
- Concepted and delivered pitches for high-profile accounts including, film sites for Harry Potter and Pearl Harbor, Umogul, Endeavor Talent Agency and TheWB

ETOYS

Graphic Designer

Santa Monica, CA 1998-1999

Online toy and videogame retail startup during the dotcom boom.

Lead Designer for the eToys Video Games Store, redesigning existing web pages and initiating new store areas and design concepts, including a Star Wars co-branded site experience.

RECOGNITION

Webby Nomination, 2006

Cottonblend.com

SXSW Nomination, 2006

Cottonblend.com

Taschen Publication (Icons series – Web Design: Music Sites), 2006

HerbieHancock.com

American Design Award, 2005

Cottonblend.com

EDUCATION

American College of Applied Art - Los Angeles, 1998

Bachelor of Arts/Visual Communications

Emory University - Atlanta, GA, 1993-1996

Major in Mathematics & Computer Science