



# NINA CLAUDIO

A diligent and driven professional with extensive experience in implementing multi-channel marketing and branding initiatives. Maintains an exceptional work ethic, grasps new concepts with ease, stays abreast of the technology landscape and adept at creative solutions in all mediums. Consistently exceeds objectives, builds and maintains trusted relationships with the team, senior leadership and key stakeholders.

## AREAS OF EXPERTISE

- Strategic Planning
- Multi-Channel Marketing & Branding
- Creative Direction
- Leadership & Team Development
- Research & Data Analysis
- Customer & Client Relations
- Key Stakeholder Engagement
- Communications
- Budgeting & Contract Negotiations

*January 2012 to present*

## **DIRECTOR OF MARKETING AND BRANDING**

**Artisan Partners, Milwaukee, WI**

- Leading the planning, development and implementation of multi-channel marketing and advertising initiatives globally for a \$168 billion brand.
- Increased our digital presence and virtual events, which helped drive AUM up 66%, while leading and supporting a team of remote individuals during the pandemic.
- Implemented a cohesive brand strategy throughout all mediums, including responsive web presence, digital marketing, advertising, print, video, annual reports, blog, social and client events.
- Instituting and automating new technologies, including Adobe Experience Manager (AEM), Salesforce Marketing Cloud and Synthesis to enhance the client experience. Reduced time to market by 78%.
- Created and brought 28+ websites in-house on the AEM platform with continued increased engagement by 4% over prior year.
- Highly skilled in information architecture, interactive design techniques, UX and UI design.
- Rebranded and implemented an automated solution for marketing collateral that increased efficiencies with over 330+ documents quarterly to scale with new teams and products.
- Developing strategic and creative approaches to multi-channel marketing and branding, advertising and email marketing campaigns and multi-touch journeys.
- Continually analyzing and accurately measuring the effectiveness of marketing performance measurements and KPIs.
- Developed brand standards and built an in-house photography library and video production team to improve the visual brand presence.
- Routine engagement and creative development with Chief Executive Officer in the execution of annual reports from concept to completion, branding efforts for both the parent and sub-brands and interior branding in headquarters and global offices and signature events, including the 2017 U.S. Open/Investment Forum.
- Managing, developing and mentoring a team of designers, project managers, front-end developers, back-end developers, content coordinators, marketing associates, interns, consultants and vendors.
- Supporting marketing efforts for global sales and distribution in 28+ countries.
- Manage and negotiate all digital, advertising and marketing budgets and contracts.

*January 2004 to January 2012*

## **ASSISTANT VICE PRESIDENT, CREATIVE DIRECTOR**

**Wells Fargo Advantage Funds, Menomonee Falls, WI**

- Created new online brand strategy for \$200 billion Advantage Funds company.
  - Implemented the brand across three investment channels, including financial advisors, institutional clients and direct-to-customers.
  - Developed leading-edge innovative design solutions in usability, accessibility and user-experience design.
  - Defined strategic solutions for 10+ websites with a focus on information architecture and enhanced usability.
  - Managed the creative services team, including web design, event management, audio and video production.
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*June 1998 to January 2004*

## **CREATIVE DIRECTOR**

**Strong Investments, Menomonee Falls, WI**

- Created an award-winning website—Strong.com with over 30+ industry awards.
- Built, managed and developed a design team supporting Strong.com with the focus on increasing revenue and repeat business for this eCommerce platform.
- Responsible for website enhancements to meet market needs.
- Engaged internal business partners in developing marketing strategy to increase brand awareness.
- Managed multiple projects simultaneously within budget and on time.

*August 1995 to June 1998*

## **ART DIRECTOR/TEAM LEADER**

**Strong Investments, Menomonee Falls, WI**

- Provided graphic design services for a \$42 billion investment company.
- Managed a team of designers and external design agencies.
- Created advertising and direct mail campaign, annual reports, collateral and various corporate ad hoc projects.
- Interfaced daily with production and marketing managers to deliver marketing solutions.

*May 1994 to August 1995*

## **ART DIRECTOR**

**James & Bragstad Design, Milwaukee, WI**

- Created collateral materials, packaging design and corporate identities for Allen Edmonds, Woodlore, BRIO, Bath & Body Works and Horizon Healthcare.

*February 1991 to May 1994*

## **ART DIRECTOR/GRAPHIC DESIGNER**

**Modus Operandi: Graphics, Milwaukee, WI**

- Provided art direction, design and production coordination for BRIO, Rachel Stevens Design, Bath & Body Works, Potpourri, Allis Mineral Systems, Treiber & Straub Jewelers, Derco Industries and the Milwaukee Ballet.

*July 1988 to February 1991*

## **DIRECTOR OF INTERIORS**

**Beckley Myers Architects, Milwaukee, WI**

- Designed and drafted presentation drawings, modeling, space planning, rendering, illustration, photography and marketing collateral.
- Accomplishments included: University of Green Bay Auditorium, Kaytee Birdseed Research and Development Facilities and Northwestern Mutual Life.

## **EDUCATION**

**Bachelor of Fine Arts—University of Wisconsin-Milwaukee**

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