

Julie Hansen

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Guiding creativity. Building brands. Inspiring results.

Experience

Creative Manager

ASCERA | Feb 2024 – Present

Lead creative direction and brand governance for three cybersecurity business units. Oversee digital design, website strategy, and marketing initiatives supporting corporate growth.

- Own brand strategy, visual identity, and design standards across all business units.
- Design, build, and maintain corporate websites and landing experiences.
- Develop and execute multi-channel marketing campaigns aligned with strategic initiatives.
- Lead event marketing, sales enablement tools, and interactive media development.
- Create UI assets and SaaS product application interfaces.
- Advise executive leadership on creative and marketing strategy.
- Select, direct, and manage freelance and vendor partners.
- Maintain comprehensive brand and marketing asset libraries.

Senior Designer

ASCERA | Mar 2023 – Feb 2024

Supported creative and marketing efforts across three brands, with focus on web presence, campaign design, and brand cohesion.

- Designed and maintained company websites and digital experiences.
- Produced interface assets and product-focused creative.
- Developed interactive graphics and sales tools.
- Advised teams on best practices for creative execution and messaging.

Senior Designer

TrendyMinds, Inc. | May 2021 – Mar 2023

Lead designer for the Humana account at Indiana's largest marketing agency. Guided creative strategy and design for enterprise-level campaigns.

- Designed digital customer journeys, landing pages, and emails using Figma and Sketch.
- Produced animated social media campaigns using Adobe CC and Bannersnack.
- Advised Humana marketing stakeholders on design best practices and communication strategy.

Creative Director

Vology | May 2018 – Mar 2023

Directed the marketing team and led concept development, campaign strategy, and brand management.

- Designed and launched a new corporate website end-to-end.
- Oversaw marketing team operations, project workflow, and creative output.
- Managed customer events, webinars, and promotional initiatives.
- Led marketing automation programs (Salesforce & Pardot).
- Produced video content for internal and customer communications.
- Managed vendors, creative resources, and department budgets.
- Oversaw corporate social media presence and content strategy.

Senior Creative

Experian / Clarity Services | Oct 2017 – May 2018

Collaborated with product and marketing teams to build multi-channel campaigns supporting new and existing product lines.

- Concepted and executed digital and print creative.
- Supported content strategy for product launches.
- Delivered creative for social media, website assets, digital sales tools, and email campaigns.
- Applied new branding across all sales and marketing materials.
- Assisted with project management and creative organization.

Art Director

Bankers Financial Corporation | Oct 2014 – Oct 2017

Partnered with corporate marketing leadership to design and implement automated, multi-channel campaigns.

- Developed branding for new business launches (including full identity for Centricity).
- Directed photo shoots and contributed copywriting/editing.
- Delivered presentations to stakeholders and clients.
- Designed websites, social content, email campaigns, and print materials.
- Created and deployed Salesforce Marketing Cloud email campaigns.
- Authored and maintained brand guidelines for eight business units.

Art Director

Sexton Printing | Sexton Strategic Marketing | Apr 2001 – Oct 2014

- Collaborated with clients and internal teams on integrated marketing solutions.
- Designed print and digital assets (publications, emails, sales material).
- Maintained brand standards for 75+ clients.

Skills

DESIGN: Adobe CC (expert), Figma, Sketch

WEB: WordPress, HTML/CSS (working knowledge)

MARKETING AUTOMATION: Hubspot, Salesforce Marketing Cloud, Pardot

OTHER: Microsoft Office, Mac & PC environments

CORE STRENGTHS: Creative direction, brand strategy, UI/UX design, team leadership, vendor management, marketing strategy, project management

Education & Training

Bismarck State College — Graphic Design Program

Udemy Leadership Training (2023)

AIGA Design Conferences & Camps (2003–2023)

Awards

GOLD OBIE Award – Centricity Brand Launch

Best Marketing Campaign/Promotion (Budget Over \$10,000) — Identity, Brand, Campaign & Collateral

Silver Award – Centricity Brand Design

National Sales and Marketing Council — Brand Development & Campaign

Award of Excellence in Visual Design

Dakota County Community Development Agency — Annual Report, Calendar, Brochure Series