



S H E R R Y L A V O N E

SACRAMENTO, CALIFORNIA

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CREATIVE DIRECTOR | ART DIRECTOR | BRAND STRATEGIST
CREATIVE CONSULTANT | MARKETING DESIGN LEADER

scan to view



EXPERTISE

20+

Years Leading Creative Teams

16+

Years Operating Creative
Consultancy

1000+

Marketing Assets Produced

800+

Campaigns Supported

36+

Healthcare Affiliates Supported

20+

Industries Served

Millions

People Reached

50+

Brands Developed

Creative Director with 20+ years leading brand strategy, integrated marketing campaigns, and multidisciplinary creative teams across healthcare, media, publishing, political campaigns, technology, and consumer brands.

Built and led creative initiatives reaching millions of consumers while partnering directly with executives, elected officials, physicians, publishers, and Fortune-level brands. Promoted into senior leadership roles based on consistently delivering high-impact creative, scalable brand systems, and measurable business results.

Statewide Healthcare Advocacy

California Medical Association

Directed creative strategy and campaign execution for California Medical Association and 36+ affiliated organizations, producing integrated marketing campaigns, publication design, photography, digital advertising, fundraising materials, and statewide advocacy initiatives supporting physicians and healthcare policy.

Multi-Brand Transformation

DeStefano Family of Brands

Led simultaneous rebranding initiatives for DeStefano Cabinets, Picasso, and Green Dragon, directing visual identity systems, photography, website development, marketing collateral, and social media strategy to establish cohesive brand positioning across multiple organizations.

Enterprise Creative Leadership

Bonneville International

Promoted to Senior Graphic Designer after demonstrating the ability to independently manage the organization's creative workload while producing integrated campaigns, multimedia content, and digital advertising for regional and statewide clients.

Political Campaign & Public Affairs Design

TeamCivX | Contract Lead Designer

Served as a contracted Lead Designer supporting TeamCivX's political strategy and communications work, developing campaign creative for ballot measures, public-agency initiatives, issue advocacy, and other civic campaigns. Translated complex political messaging, public

www.sherrylavonedesign.com

2005

Founder

Sherry Lavone Design



Creative Director

San Joaquin Magazine



Creative Director

xPal / Energizer



Creative Director

California Medical Association



Top Tier Creative Designer

McClatchy



Creative Designer

Brehm



Senior Graphic Designer

Bonneville



Currently Consulting Clients

funding initiatives, and community priorities into clear, persuasive visual communications designed to engage voters and stakeholders across California.

Enterprise Consumer Marketing

xPal / Energizer / Mophie / PowerSkin

Directed creative across consumer technology brands including xPal Power, Energizer, Mophie and PowerSkin, spanning brand development, packaging, digital marketing, photography, video production, product launches and experiential design. Conceptualized and developed trade-show booth and 3D environmental design concepts, translating brand and product storytelling into physical event experiences.

Graphic Design Instructor

Bradshaw Christian School

Introduced elementary and middle school students to graphic design principles using Adobe Express and AI-assisted creative tools while fostering creativity, visual communication, and problem-solving skills.

TECHNICAL EXPERTISE

Graphic Design & Creative

Adobe Photoshop • Adobe Illustrator • Adobe InDesign Adobe Acrobat Pro • Adobe Express • Canva Pro • CorelDRAW

UI/UX & Web

Figma • WordPress • Squarespace • Wix

Video & Motion

Adobe Premiere Pro • Final Cut Pro • Vimeo • YouTube Studio

Photography & Imaging

Adobe Lightroom • Adobe Lightroom Classic • Adobe Bridge

Project & Creative Management

Wrike • Asana • Monday.com • Trello • Basecamp

Collaboration & Communication

Slack • Microsoft Teams • Zoom • Google Meet • Dropbox • Microsoft SharePoint

Office & Productivity

Microsoft Word • Microsoft Excel • Microsoft PowerPoint Microsoft Outlook • Google Docs • Google Sheets • Google Slides • Google Workspace

CRM & Marketing Operations

Salesforce • Mailchimp • Constant Contact

Digital Advertising & Campaign Management

Google Ads • Google Ads Manager • Meta Ads Manager Meta Business Suite • LinkedIn Campaign Manager • TikTok Ads Manager

AI EXPERT

WORK EXPERIENCE

Bonneville International • Senior Graphic Designer • 2024 – 2026

SUPERVISOR JENNIFER WILLIAMS, ALSO A REFERENCE PLEASE CONTACT 707-477-7241

Joined Bonneville International as a Graphic Designer supporting its Sacramento media and marketing operation and was promoted to Senior Graphic Designer within eight months after demonstrating the ability to independently manage a high-volume creative workload spanning client advertising, digital campaigns, video production, and station marketing.

Served as a multidisciplinary creative resource across both revenue-generating client campaigns and Bonneville's Sacramento station brands, developing creative for an integrated media organization spanning radio, digital platforms, social media, sports, entertainment, promotions, and live events.

Key Contributions

- Led day-to-day creative development and production across a high-volume portfolio of client and station initiatives, managing projects from initial brief and concept development through final delivery.
- Conceptualized and executed integrated client campaigns across digital advertising, social media, video, and multi-platform marketing channels for accounts including American Furniture, Secretary of State initiatives, and other regional advertisers.
- Produced and edited high-volume video content, adapting campaign concepts and creative assets across LinkedIn, Instagram, Facebook, TikTok, and other digital placements.
- Supported the creative and promotional needs of Bonneville Sacramento's station portfolio, including MIX 96, NOW 100.5, New Country 105.1 KNCL, and Sactown Sports, helping maintain distinct brand identities while operating within the broader Bonneville ecosystem.
- Developed station marketing and promotional creative supporting Bonneville's combination of music, sports, community programming, digital media, and live-event initiatives.
- Translated campaign concepts into scalable creative systems, producing assets across multiple platforms, placements, dimensions, and audience touchpoints while maintaining visual consistency.
- Partnered with sales, marketing, digital, account, and other internal teams to transform client objectives into effective creative solutions.
- Participated directly in client meetings when creative expertise or local market knowledge was valuable, providing a hands-on creative point of contact and helping guide projects from strategy through execution.
- Balanced fast-moving client deliverables with internal station and promotional requests while maintaining brand standards, production accuracy, and deadline requirements.
- Operated with significant creative autonomy, prioritizing and executing a workload that had previously required multiple design resources.

Brehm Communications • Creative Director • 2020 – 2023

SUPERVISOR JOHN LOVE, ALSO A REFERENCE PLEASE CONTACT 916-774-7939

Served as a multidisciplinary Creative Designer supporting a portfolio of regional news publications, special sections, advertisers, and digital marketing initiatives. Combined editorial design, advertising creative, brand development, and digital production to support both audience engagement and revenue-generating initiatives across print and digital channels.

Key Contributions

- Conceptualized and designed editorial publications, special sections, visitor guides, advertising campaigns, and branded content across multiple regional media properties.
- Developed revenue-supporting creative for advertisers across print, digital display, email, social media, web, and other marketing channels.
- Designed and produced static and animated digital advertising, translating client objectives into campaign-ready creative across multiple sizes, placements, and platforms.
- Created publication layouts and editorial systems balancing strong visual storytelling, readability, advertising requirements, and established publication standards.
- Developed special-interest publications and editorial sections
- Created email marketing campaigns and supporting graphics designed to extend advertiser and publication messaging beyond traditional print.
- Developed branding and visual identity concepts for internal initiatives, publications, special projects, and advertiser campaigns.
- Produced print and digital marketing collateral, social media creative, website graphics, and cross-channel campaign assets.
- Partnered with editorial, advertising, sales, and production teams to move from concept through final campaign delivery.
- Managed a high-volume mix of editorial and commercial creative while balancing multiple publications, advertisers, production schedules, and deadlines.

McClatchy/Excelerate • Top-Tier Creative Designer • 2018 – 2020

SUPERVISOR JENNIFER WILLIAMS ALSO A REFERENCE PLEASE CONTACT 707-477-7241

Served as the lead creative partner for high-value client accounts generating \$250,000+ in revenue, working directly with clients through presentations, strategy meetings, concept development, and campaign execution. Operated within McClatchy's agency model to translate business and marketing objectives into integrated creative campaigns across digital, social, video, photography, and print.

Key Contributions

- Led creative development for high-value client accounts, presenting directly to clients and stakeholders.
- Conceptualized and executed integrated campaigns across digital advertising, social media, video, photography, print, and branded marketing collateral.
- Produced and edited commercial video content from concept through final delivery.
- Designed static and animated digital advertising campaigns across multiple platforms, placements, aspect ratios, and specifications.
- Developed brand identities and visual systems designed to maintain consistency across print and digital touchpoints.
- Directed and executed photography, photo editing, retouching, and image selection for advertising and marketing campaigns.
- Translated campaign concepts into scalable creative systems across social media, display advertising, print, and presentations.
- Created original vector illustrations and custom visual assets to support campaign concepts and brand storytelling.
- Partnered with account, sales, marketing, and production teams to maintain creative quality
- Managed multiple concurrent client campaigns while maintaining brand standards, production accuracy, and deadlines.

California Medical Association • Creative Director • 2011 – 2018

SUPERVISOR MIKE STEENBURGH, A REFERENCE PLEASE CONTACT 209-817-2656

Led creative direction and visual execution for major statewide physician events and leadership programs, including CMA's annual House of Delegates and Leadership Academy. Developed cohesive event identities and translated them across physical environments, large-format graphics, signage, stage and presentation materials, print collateral, digital communications, photography, and supporting campaign assets.

Led creative direction, visual strategy, and hands-on execution for the California Medical Association (CMA), California Medical Association Foundation (CMAF), and 36+ affiliated organizations, developing integrated creative across political advocacy, publications, major events, digital marketing, photography, social media, and organizational communications.

Key Contributions

- Directed creative strategy and execution for statewide marketing, advocacy, communications, and public-awareness initiatives across CMA, CMAF, and 36+ affiliated organizations.
- Spearheaded creative development for major political and ballot-measure campaigns, including No on Proposition 46, translating complex healthcare policy and political messaging into clear, persuasive visual communications.
- Led end-to-end creative direction for major physician and leadership events, including House of Delegates and Leadership Academy, developing complete event identities and extending them across environmental graphics, signage, stage and presentation materials, print collateral, digital communications, photography, and event marketing.
- Developed and maintained cohesive visual identities across a complex network of organizational brands, campaigns, programs, events, publications, and affiliated organizations.
- Directed and executed professional photography, image selection, photo editing, and retouching for campaigns, publications, events, executive communications, and organizational marketing.
- Conceptualized integrated marketing campaigns spanning print, web, email, digital advertising, social media, publications, photography, video, presentations, and event environments.
- Translated complex healthcare policy, legislative priorities, physician advocacy initiatives, and organizational messaging into accessible visual stories for physicians, policymakers, stakeholders, and the public.
- Developed executive presentations, fundraising materials, advocacy collateral, internal communications, event materials, and campaign assets supporting organizational and strategic initiatives.
- Partnered with executive leadership, communications, government relations, marketing, event teams, physicians, and external partners to align creative strategy with organizational objectives.
- Managed creative projects from initial concept and art direction through production and final delivery, maintaining brand standards across numerous simultaneous initiatives.
- Produced original illustration and vector artwork and provided hands-on design execution when projects required senior-level production support.
- Developed social media creative and digital campaign assets across Facebook, Instagram, Twitter/X, and other online channels.