

Sherry Lavone, Creative Director

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SUMMARY

Visionary Creative Director with over 12 years of experience in brand leadership, campaign development, and AI-enhanced creative strategies. Proven ability to direct integrated marketing initiatives across digital, social, video, and print platforms to drive brand growth and enhance member experiences. Adept at conceptualizing compelling visual narratives and managing high-volume creative production. Eager to leverage expertise to elevate PadSplit's brand and innovative AI campaigns.

WORK EXPERIENCE

2024 – 2026

Senior Graphic Designer

Sacramento

Bonneville International

- Directed 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.
- Devised 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 KNCI, 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.
- Collaborated 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.
- Managed fast-moving client deliverables alongside 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.

2020 – 2023

Creative Director

Brehm Communications

- 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.

- Engineered static and animated digital advertising, translating client objectives into campaign-ready creative across multiple sizes, placements, and platforms.
- Crafted publication layouts and editorial systems balancing strong visual storytelling, readability, advertising requirements, and established publication standards.
- Authored special-interest publications and editorial sections.
- Created email marketing campaigns and supporting graphics designed to extend advertiser and publication messaging beyond traditional print.
- Formulated 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 advance projects 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.

2018 – 2020

Top-Tier Creative Designer

McClatchy/Excelerate

- Spearheaded 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.
- Established 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.
- Collaborated with account, sales, marketing, and production teams to maintain creative quality.
- Managed multiple concurrent client campaigns while maintaining brand standards, production accuracy, and deadlines.

2011 – 2018

Creative Director

California Medical Association

- 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.
- Orchestrated 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.
- 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.
- Transmuted 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.
- Generated social media creative and digital campaign assets across Facebook, Instagram, Twitter/X, and other online channels.

SKILLS

Adobe Photoshop

Adobe InDesign

Adobe Express

CorelDRAW

WordPress

Wix

Final Cut Pro

YouTube Studio

Adobe Lightroom Classic

Wrike

Monday.com

Basecamp

Microsoft Teams

Google Meet

Microsoft SharePoint

Microsoft Word

Microsoft PowerPoint

Google Docs

Google Slides

Salesforce

Constant Contact

Google Ads Manager

Meta Business Suite

TikTok Ads Manager

ChatGPT

Adobe Illustrator

Adobe Acrobat Pro

Canva Pro

Figma

Squarespace

Adobe Premiere Pro

Vimeo

Adobe Lightroom

Adobe Bridge

Asana

Trello

Slack

Zoom

Dropbox

Google Drive

Microsoft Excel

Microsoft Outlook

Google Sheets

Google Workspace

Mailchimp

Google Ads

Meta Ads Manager

LinkedIn Campaign Manager

Prompt Engineering

Claude

Adobe Firefly
Creative Direction
Marketing Strategy

Brand Leadership
Team Leadership
Customer Experience

REFERENCES

Jennifer Williams Supervisor, Bonneville International	707-477-7241
John Love Supervisor, Brehm Communications	916-774-7939
Mike Steenburgh Supervisor, California Medical Association	209-817-2656