

JILLIAN HANCOCK

www.jillianhancock.com

Creative Director with over a decade of experience delivering reliable, results-driven creative support. Whether partnering with non-creatives seeking vision and expertise or collaborating with industry peers, I excel at building strong, cross-functional relationships that lead to compelling, high-impact marketing assets. Specializing in visual identities, email design, presentation design, video direction, and fashion retail art direction, I immerse myself in each project, becoming genuinely invested in the success of every client. My strategic approach and passion for design consistently exceed expectations, driving brand growth and engaging audiences.

SKILLS

Digital Content Creation

Adobe Creative Suite
(Photoshop, Illustrator,
InDesign, Premiere Pro)

Brand Identity
Development

Email Marketing Design

Photography Direction

Video Content Strategy

Cross Functional
Collaboration

Leadership and Team
Management

Canva

EDUCATION

Boston University 2011

LINKS

[Corporate Portfolio](#)
[Queen of Cups Creative](#)
[Linkedin](#)

CONTACT

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EMPLOYMENT HISTORY

APRIL 2023 - PRESENT

Founder & Freelance Designer, QUEEN OF CUPS CREATIVE, PHILADELPHIA, PA

- Develop visual identities for small business owners by leveraging my mastery of typography, color theory, layout, logo design, and imagery sourcing, creating brand experiences that reflect the company's vibe and values while attracting their ideal audience.
- Provide presentation design for law and marketing firms, including January Digital, with projects featuring clients such as Kizik and Ahold Delhaize.
- Collaborated closely with clients to understand their vision, translating ideas into powerful visual storytelling and polished design presentations.

MARCH 2017 - APRIL 2023

Creative Content Design Supervisor, LILLY PULITZER, KING OF PRUSSIA, PA

- Led the conceptualization, design, and production of collateral, advertising materials, and digital experiences consistently reflecting the company's brand and supporting the Communications strategy.
- Managed all internal retouching efforts, ensuring smooth execution from photoshoot to file delivery, adhering to brand standards, color accuracy, and product fidelity for enhanced online visibility.
- Directed all in-studio photography supporting marketing strategies Created compelling, brand-aligned marketing emails and implemented strategic templating systems contributing to an annual revenue exceeding \$25M.
- Established the video strategy and produced all video content for digital ads, onsite, and social media.
- Collaborated with the social team to ideate and create engaging content aligned with brand positioning and platform goals.
- Cultivated strong partnerships with internal teams and external stakeholders, including producers and photographers.

MARCH 2014 - MARCH 2017

Senior Designer, RUE LA LA, BOSTON, MA

- Created dynamic web content with a focus on the home and promotional sectors.
- Generated mood boards, curated prop lists, and conducted product selection for remote photoshoots.
- Collaborated with cross-functional teams including art directors, copywriters, merchants, and producers to ensure seamless integration of design concepts into marketing campaigns.
- Led a team of junior designers, providing constructive design critique and mentorship, fostering their professional growth and development.

JUNE 2013 - MARCH 2014

Contract Designer, STAPLES INC., FRAMINGHAM, MA

- Designed print and web collateral including brochures, packaging, and advertising materials.
- Directed product photoshoots, aligned with brand aesthetics and marketing objectives.
- Illustrated storyboards for consumer-facing videos.

MAY 2012 - Dec 2012

Contract Designer, NEW BALANCE, BOSTON, MA