




PAMELA SUSKI

CREATIVE MANAGER

SUMMARY

Results-driven Creative Manager with 15+ years of experience in graphic design, copy-writing and brand advertising. Proficient in campaign marketing, project management and market research to conduct brand awareness, produce compelling marketing strategies and attract target audience. Experienced in web design, creative direction and team collaboration to produce clear messaging on projects, meet project objectives, and ensure customer satisfaction.

 313.670.9982

 Pamela.Suski@gmail.com

 Brownstown, MI 48134

 [Linkedin.com/in/pamela-suski](https://www.linkedin.com/in/pamela-suski)

 PamelaSuskiDesign.com

EDUCATION

BACHELOR OF FINE ARTS
with a concentration in graphic design
EASTERN MICHIGAN UNIVERSITY

SKILLS

CREATIVE STRATEGIC PLANNING
TEAM MANAGEMENT
PROJECT MANAGEMENT
ADVERTISING
CAMPAIGN MARKETING
COMPANY BRANDING
LOGO DESIGN
TYPOGRAPHY
PHOTO SHOOT DIRECTION
COPY WRITING

SOFTWARE

ILLUSTRATOR
PHOTOSHOP
INDESIGN
LIGHTROOM
ANIMATE
AFTER EFFECTS
MICROSOFT OFFICE SUITE

PROFESSIONAL EXPERIENCE

CREATIVE MANAGER

MGM GRAND DETROIT | JANUARY 2022–PRESENT

Direct in-house team of creatives by managing project timelines, organizing marketing materials and administering launch dates, while maintaining the brand standards of both MGM Grand Detroit and MGM Resorts International.

- Create and maintain property style-guides to ensure consistency across multiple platforms and installations.
- Assign and manage all project timelines while guiding the creative team, providing revisions and feedback to produce the most clear and appealing product to guests.
- Organize design marketing materials to ensure a smooth transition to departments and vendors.
- Direct and execute photo shoots throughout the property for various web and print usage.
- Provide insight and guidance for advertising strategy and placement of collateral within both the casino and hotel.
- Guide staff provide creative direction for all casino promotions, print materials, on-property menus, booklets, mailers and more

SENIOR GRAPHIC DESIGNER • SENIOR ART DIRECTOR

MGM GRAND DETROIT | DECEMBER 2020–JANUARY 2022

- Maintained all responsibility from previous title while taking on the added responsibility of email creation, copy writing and submission.
- Spearheaded design processes through market research, ensuring accurate information and clear messaging on projects.

GRAPHIC DESIGNER • ART DIRECTOR

MGM GRAND DETROIT | MARCH 2014–DECEMBER 2020

Produced eye catching and creative materials to support marketing needs through graphic and multimedia designs. Implemented best practices for driving brand awareness, user experience and customer engagement through ongoing market research.

WEB CONTENT SUPERVISOR ACO HARDWARE CORPORATE OFFICE | 2010-2014

Supervised staff in designing all graphics on the ACO Hardware website. Was responsible for the total design overhaul of the acohardware.com e commerce website.

GRAPHIC DESIGNER ACO HARDWARE CORPORATE OFFICE | 2006-2010

Planned and designed all print pieces, weekly direct mailers, catalogs, logos and store display signage.

References available upon request.