



AIMEE DAMBROS

CREATIVE MARKETING LEAD

SUMMARY

Creative design lead with 9+ years of experience leading end-to-end marketing campaigns for consumer and e-commerce brands. Skilled at translating strategy into compelling creative across web, email, social, and product launches while partnering with cross-functional teams to bring ideas from concept through execution. Combines strong visual craft with performance insights to create marketing that is both distinctive and effective.

CONTACT

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CORE SKILLS

- Creative Direction & Strategy
- Campaign Concept Development
- Marketing Campaign Design
- Project Management
- Brand Systems
- Adobe Creative Suite
- Figma
- Photography & Art Direction
- Typography & Layout
- Color Theory
- Multi-Channel Marketing (Web, Email, Social, & Print)
- Cross-Functional Collaboration
- E-Commerce & Product Marketing
- Presentation & Creative Reviews
- Performance-Informed Design

EDUCATION

BACHELOR OF FINE ARTS | 2011 - 2015

MISSOURI STATE UNIVERSITY
Major: Photography
Minor: Art History & Spanish

VOLUNTEER WORK

STAR Avian Rescue
C.A.R.E. Rescue Shelter
The Gardens Assisted Living
Boys & Girls Club - Photo Club
Assistant

EXPERIENCE

Graphic Designer & Email Marketing Specialist

Fish Window Cleaning, Corporate | 04.2024 - Present

- Own creative campaigns from concept through execution across email and digital channels
- Translate marketing strategy into cohesive creative direction, ensuring alignment with brand voice and audience behavior
- Collaborate cross-functionally with marketing, operations, and vendors to deliver high-volume creative initiatives
- Provide creative direction and constructive feedback to ensure high-quality, on-brand execution across marketing deliverables
- Develop reusable creative templates and workflows to improve production efficiency and maintain brand consistency across campaigns

Freelance Designer & Photographer

Freelance/Self-Employed | 01.2015 - Present

- Direct and produce product, lifestyle, and brand photography
- Lead creative direction for brand, marketing, and campaign initiatives
- Generate and develop campaign concepts that translate business objectives into engaging visual narratives
- Guide creative execution across digital, social, and marketing channels to ensure brand consistency and impact
- Manage multiple projects simultaneously, overseeing timelines, deliverables, and creative quality

Marketing Coordinator & Content Specialist

Synergy Wealth Solutions | 01.2022 - 11.2023

- Led content strategy and campaign execution across web and social, increasing brand awareness by 578%
- Developed campaign concepts and messaging aligned with business objectives and audience insights
- Collaborated with internal teams to ensure consistent storytelling and brand alignment across channels
- Produced and launched branded content initiatives, including a podcast, to support audience growth

Digital Marketing Designer

Affiliate Merchandise Group | 09.2016 - 06.2020

- Led concept development and creative execution for integrated marketing campaigns across 12+ consumer brands
- Designed and directed campaign assets across web, email, and social, supporting product launches and seasonal initiatives
- Developed product and lifestyle creative to enhance brand storytelling and drive customer engagement
- Partnered with cross-functional teams to align creative with merchandising and marketing strategies
- Optimized creative through performance insights and testing to improve engagement and conversion