

NIKOLE GLENN

STRATEGY • BRANDING • DESIGN

HELLO!

I have devoted my career to developing innovative brand management, tactical packaging, e-commerce design, creative strategies, boosting brand awareness, and positively impacting businesses. As a creative professional, I have experience with managing internal and external content creation, collaborating with cross-functional teams globally, and driving creative excellence for the entirety of projects.

EXPERIENCE

ASSOCIATE DESIGN DIRECTOR | 2021 - PRESENT

Bumble and bumble (Global Packaging and Visual Merchandise)

Manage design direction and execution of Bumble and Bumble Packaging and Visual Merchandising. Leading concepts to ensure that packaging and in-store + in-salon touch points have cohesive storytelling.

- Leading a creative team of 4 designers for packaging, visual merchandise, and production.
- Prioritize team timelines and deadlines to ensure proper project coverage.
- Guide team to develop innovative, social-ready 3D and package designs to help drive overall brand strategy.
- Collaborates with product development, packaging development, and marketing to create highly desired product launches.

GLOBAL DESIGN MANAGER | 2019 - 2021

Colgate - Palmolive (Oral Care - Aquent Consultant)

Managed global development for Colgate toothbrushes and devices. Worked collaboratively with marketing leads, insights, internal and external agency partners to turn brand strategy into effective brand experiences and design solutions that meet marketing and business objectives for Global Divisions.

- Influenced design direction by effectively communicating and presenting creative strategy to Marketing and Design leadership
- Responsible for maintaining and elevating brand equity standards.
- Achieved seamless project transition from the design phase through production phase.
- Completed multiple project timelines and 300K+ budgets.

SENIOR DESIGNER | 2013 - 2018

Newell Brands

Worked on the global development of brands such as Graco, Baby Jogger, Sharpie, and Yankee Candle. Collaborated with cross-functional partners to develop innovative marketing strategies and campaigns for brand concepts, products and packaging.

- Directed the design and development of Sharpie and Papermate's \$20M incremental coloring initiative for adult coloring kits.
- Trained and mentored 11 associate designers on brand and design processes.
- Spearheaded the successful acquisition process for Woodwick Candle's brand design and vendors.
- Organized brainstorming sessions to generate innovative ideas.

GRAPHIC DESIGN & PRINT ASSOCIATE | 2010 - 2012

Federal Home Loan Bank of Atlanta

WWW.NIKOLEGLENN.COM

CONTACT

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AWARDS

YOU CAN MAKE A DIFFERENCE AWARD

Colgate Palmolive
2020

AMERISTAR AWARD

Yankee Candle Holiday Gifts
2019

PAPERBOARD PACKAGING COUNCIL

Sharpie Back to School
2017

NEWELL AXIOM AWARD FOR EXCELLENCE

Newell Brands
2016 & 2017

ATLANTA ADDY

Student Bronze
2014

EXPERTISE

- Creative Direction/Strategy
- Brand Development
- Innovation
- Concept Development
- Trend Direction
- Package Design

EDUCATION

ART INSTITUTE OF ATLANTA

Bachelor of Arts, Advertising
2011/13

THE SAVANNAH COLLEGE OF ART AND DESIGN

Bachelor of Arts, Advertising
2006/09