



# GINA BARCAL, M.A.

[ginambarcal@gmail.com](mailto:ginambarcal@gmail.com) • 773.996.8117 • [GinaBarcal.com](http://GinaBarcal.com) • Chicago, IL

## Target Role: Creative Director

Senior creative leader with over 15+ years' of demonstrating success driving innovative solutions to optimize brand positioning, captivate consumers and achieve ambitious financial targets in fast-past work environments. A trusted advisor with a unique blend of curiosity, compassion and drive recognized for building dynamic teams, strong partnerships and holding high accountability to accomplishing goals while cultivating a culture of collaboration and inclusion.

**Areas of Expertise:** Adobe Creative Suite, Figma, InVision, Microsoft Office, Workfront, Asana, Sharepoint, Art Direction, Brand Development, Visual Design, Creative Strategy, Concept Development, Leadership, Project Management, Creative and Conceptual Thinking, Creative Oversight, Strategic People Leader

## EDUCATION

### Master of Arts in Public Relations and Advertising

DePaul University  
Chicago, IL

### Bachelor of Fine Arts in Visual Communications

The Illinois Institute of Art  
Chicago, IL  
Graduated with honors

### Advertising and Public Relations Essentials Certificate

DePaul University  
Chicago, IL

## EXPERIENCE

**ARS - American Residential Services** - *One of the nation's largest providers of residential heating, ventilation, air conditioning (HVAC), and plumbing services*

### Creative Director, September 2023 to present

- Leads and mentors a team of five multi-disciplined creatives in copywriting, design and video in the execution of various brand initiatives and cross-functional campaigns. Working as part of the Marketing Leadership Team to align on overall strategy, budget and annual priorities for all of marketing. Works closely with channel leads to ensure strategic alignment and planning of strategist creative efforts. Collaborates with agency partners to ensure creative consistency and elevate our in-house creative team. Working to consolidate our legacy brands based on brand research
- Established and managed the Brand Committee, conducting an extensive brand audit of all touchpoints to ensure consistency, leading to [specific results] and empowering brand advocates across the organization.
- Leveraged AI voiceover, reducing costs by 20% and introducing innovative solutions to enhance brand initiatives.
- Spearheaded technology optimization by transitioning creative project files to a cloud-based solution, resulting in improved collaboration and a [quantifiable reduction] in download time.
- Collaborated with Marketing Project Manager to implement Asana project management tool and creative project intake form, streamlining processes and enhancing workflow.
- Partnered with Asana to integrate PageProof proofing tool, eliminating feedback bottlenecks and ensuring efficient communication across various channels.

**Northern Trust** - *Fortune 500 global financial services firm for corporations, institutional investors, and ultra-high-net-worth individuals*

### Associate Creative Director, August 2022 to September 2023

- Led and mentored a team of five multi-disciplined designers in the creative design and execution of brand-campaigns, web pages and new AEM component design. Works closely with department leads to ensure strategic alignment and planning of strategist creative efforts. Developed and maintained relationships with agency partners and to guide the creation of brand consistent creative. Collaborated with cross-functional partners to shape projects and create efficient workflow across teams. Sought new technologies to enhance creative strategy. Led projects to connect our internal resources from design, video, UX and content. Managed project timelines and priorities.
- Leadership: Launched knowledge and skill-share series, Breakfast of Champions to enhance team skills, share best practices, give opportunities to sharpen presentation skills and increase collaboration, support career growth of design team
- Technology Optimization: Launched Adobe Express pilot with branded templates to user groups within the business to allow self-service and adherence to brand
- Process efficiency: Created service level agreements to manage stakeholder expectations on timing. Developing AEM component playbook to increase workflow efficiency

**JLL** - Fortune 500 global professional services firm specializing in real estate & investment management

**Associate Creative Director**, January 2020 to August 2022

- Oversaw art direction and creative strategy of Corporate Design Team within the America's Group to deliver innovative, engaging solutions on-time and on-budget. Responsible for managing the creative process including market research, concept ideation and design. Facilitated cross-functional team collaboration with executives and other departments to ensure creative alignment. Managed and mentored a dynamic team of 11 art directors, graphic and video designers, cultivating career development and empowerment.
- Performance: Consistently drove strategic concept ideation and design uniformity across top-tier internal events to allow for the re-purposing of core assets, reducing costs and time.
- Leadership: Cultivated an environment of collaboration, support and knowledge-exchange, built specialized practice groups resulting in enhanced team skills and increased video work output by 10%
- Technology Optimization: Enhanced tech stack and reduced work redundancies by 20% by adding and globally-scaling platforms to empower stakeholders to 'self-serve' within defined brand guidelines

**Design Manager**, February 2018 - January 2020

- Organizational optimization: Co-led a workstream to combine our siloed design teams into a larger in-house creative team. We announced the organizational structure with an internal campaign that was awarded the 2022 In-House Design Award from Graphic Design USA for Promotion of an in-house agency. The outcome to improve workflow by sharing resources across the larger team, increase collaboration, skill-share and improve career growth. Participation in this large effort resulted in promotion to Associate Creative Director role.
- Worked with Workfront consultant to set-up request form and project and metric dashboard. The outcome of this resulted in ease in project management and reporting to help with resource planning and improve review and approval process.
- Managed and mentored a team of multidisciplinary designers
- **Senior Graphic Designer**, July 2016 - February 2018
- Lead designer for Work Dynamics Leadership conference. Designed communication graphics leading up the event, venue environmental graphics, collaborated with c-suite executives on mainstage presentations and overall look and feel. Outcome led to being the trusted creative advisor on this event until my departure in 2022.
- Lead designer on various campaigns including Future of Work and Flexspace.
- Promoted to Design Manager

**Horizon Realty Group** - Boutique property management group offering luxury living experiences in vintage & historic buildings

**Marketing Director**, April 2015 - July 2016

- Led strategic brand, digital and social initiatives to enhance positioning, consumer engagement and achieve financial goals. Oversaw agency involvement.
- Brand Strategy: Elevated company-wide image by developing an end-to end brand refresh including logo, amenity icon system, signage and model photography in alignment with the latest property enhancements
- Social: Initiated social media strategy and content calendar aligned to core marketing activations resulting in a 30% increase in social media growth
- Digital: Led the design and development of new corporate Wordpress website with agency. Improved efficiency and reduced monthly maintenance costs on average 50% by bringing website management in-house

**Golub and Company** - Market-leading direct lender, developer, operator and investor of commercial, residential and mixed-use properties

**Creative Manager**, December 2012 - April 2015

- Managed branding support in collaboration with events partners. Reported to Marketing Director.
- Branding: Designed and managed the production of collateral, transaction announcements, emails, environmental graphics and marketing center experiences
- Events & Consumer Experience: Developed branding and awareness drivers at broker events to transform marketing center spaces into on-brand experiences and facilitate engaging agent partnerships