



creative direction 15+ years
new york city & london

juliegeorge.net

e. julie@juliegeorge.net

c. 917.547.5280

2011-PRESENT | DESIGN DIRECTOR, CNBC. NJ

Lead a team of full-time and freelance designers and copywriters in concepting and executing 360° launch campaigns for CNBC's primetime programming. Work cross-functionally with marketing, promos, social and digital to ensure all assets align with strategic and creative objectives. Oversee CNBC's brand identity and application across all consumer touchpoints — including on-air, web, corporate, and paid media.

2011-2011 | FREELANCE CREATIVE DIRECTOR, INTERBRAND. NYC

Worked on brand exploration and pitch work for a range of clients, including Visa and S&P.

2009-2011 | SENIOR ART DIRECTOR, REA. NYC

Developed branding for leading commercial real estate projects. Was responsible for the direction of projects, from pitch work and initial concepts through to client presentation and final production. Tasks also included the management and art direction of several on-staff designers.

2004-2009 | SENIOR ART DIRECTOR, Posner Advertising. NYC

Developed high-profile and highly visible campaigns for Posner's biggest residential luxury real estate clients, including: Toll Brothers, The Marketing Directors, Related International and Prudential Douglas Elliman. Responsible for every stage of art direction, from conceptualizing and branding to designing a wide range of media, print advertising, direct mail, brochures, stationery, building signage, outdoor media, website design, and photo shoot art direction.

2001-2004 | FREELANCE ART DIRECTOR. London, UK

Developed collateral for many high-profile clients including Chivas Regal and British Sky Broadcasting (SKY UK). Creative included print ads, corporate magazines, direct mail and brochures.