

# kyliegotzfried.

creative director + photographer

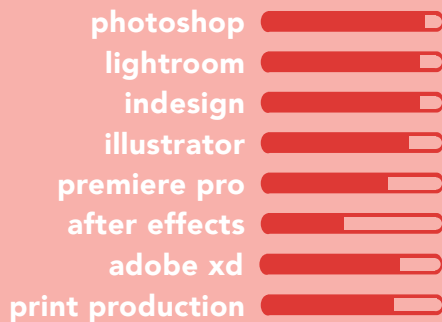
## contact

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## education

College for Creative Studies  
Bachelors of Fine Arts  
Photography + Advertising Design  
May 2020

## skills



## freelance projects

Sunday Best Boudoir  
sundaybestboudoir.com

Publication Design  
Notable Clients: College for Creative Studies, Ford,  
Darkroom Detroit

Photography  
Notable Clients: Venla's Detroit, Detroit Circus,  
Belle Isle Conservancy, Handcar Creative, TAIT Design Co.

## internships

Dutton Farm + Everybody  
Photo & Social Media Intern  
2019 - 2020

Marilyn's Detroit  
Photo & Social Media Intern  
2019

Shinola Detroit  
Photo Intern  
2018

## experience

MRM Detroit  
Art Director (Mid-Level)

May 2022 - Present

- Create compelling digital work including email marketing, online advertising, social media content, and web banners for General Motors' Vehicle Purchase Programs.
- Develop design concepts, including over 100 deployed emails and over 40 built-out animations\GIFs
- Develop both small and large-scale print pieces including column clings, pull-up banners and handouts.
- Previously worked on 10 other divisions of General Motors, most notably:
  - Led art direction for the launch of GM Envolv, a new line of business, developing the look and feel of brand emails, working with a limited selection of assets to create effective new content and designs
  - Elevated a creative rebrand to OnStar Insurance, providing a "fun" and "fresh" perspective to emails that had become stale.
  - Supported and co-led people-centric video productions promoting the GM First Responder Appreciation and GM Family First programs.
  - Brought an extensive knowledge of Adobe Photoshop/Lightroom/After Effects/Premiere Pro to all teams to level-up creative.

Achatz Handmade Pie Co./Pie Collective  
Art Director

May 2020 - May 2022

- As the brand's sole creative:
  - Established the brand's first clear and unique brand identity, voice, and visual in its 25-year history.
  - Led and executed the creative strategy, pre-production, prop and food styling, photography, retouching, design and copywriting for the brand's primary advertising channels: in-store signage, a-frames, website, social media, and email.
  - Consistently produced new creative content corresponding with seasonal and product changes.
  - Delivered additional unique creative needs, including packaging designs, trade show booth designs, wholesale sheet layouts, branded merchandise, and third-party vendor content for partners such as Goldbelly, Doordash, and others.
- Photographed, retouched, and delivered images of the brand's entire inventory of products:
  - Created a standard set of images (lifestyle, macro, etc) for which all current and future products could be captured for all creative needs.
  - Infused a whimsical playfulness into promotional shots of the pies, giving each a "personality" while maintaining the "tastiness".
- Facilitated and oversaw the total visual rebrand of Achatz Handmade Pie Co. to Pie Collective by Achatz:
  - Collaborated with leadership to determine the brand's new name, look, and feel which celebrated the people behind the pies
  - Provided direction and oversight to a team of contracted designers and illustrators who delivered the rebrand materials.
  - Created and implemented a brand identity roll-out strategy while maintaining the trust of existing customers in the brand.

 [kyliegotzfried.com](http://kyliegotzfried.com)

 [@kyliegotzfried](https://www.instagram.com/kyliegotzfried)

