



# TARA DAVIS

Founder, CEO, Creative Director

tdavis@metcreativegroup.com 202 534 6223 portfolio

## Profile

**Summary of Qualifications:** Accomplished Executive Creative Director with a unique blend of expertise in C-suite engagement and client-facing interactions—spanning both B2B and B2C domains. Brings executive presence and a robust point-of-view on the essence of exceptional work, with a track record of nurturing creative talent across diverse levels. Goal is to drive customer loyalty by deploying streamlined creative vision and brand strategy for teamwork organizations. Excels in brand marketing, performance marketing, and championing advocacy and awareness initiatives.

### Education & Training

- **Masters of Industrial Design,**  
Georgia Institute of Technology
- **Bachelor of Architectural History,**  
University of Virginia

### Creative Skills

- Brand Strategy
- Content Strategy
- Design Strategy
- UX/UI Design
- Human Centered Design
- Copywriting / Scriptwriting
- Mediums: Digital, Print, Video, Out-of-Home

### Leadership Skills

- Recruiting
- Talent Management / Mentoring
- Cross-functional Team Leadership
- Negotiation / Contract Negotiation
- Creative Direction
- Goal Setting
- Delegation
- Decision-Making
- Communication
- Project Management
- Problem-Solving
- Relationship-Building
- Networking
- Business Development

### Technical Skills

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Premier)
- Figma
- Sketch
- AutoCad
- Final Cut Pro
- Alias Studio
- SolidWorks
- Microsoft Office (PC) / iWork (MAC)
- Asana
- Basecamp
- monday.com
- Jira
- ChatGPT / adcreative.ai

## Professional Experience

### ClearOne Advantage, Baltimore, MD — Senior Director, Creative Marketing (2021 – Present)

- Within only 6 months, I directed and produced a series of 12 testimonial-style video ad campaigns that promote key branded themes (and over 20 corresponding static digital ads). (2022 – present)
- Slashed production times by 25% with the implementation of streamlined workflows and graphical systems across 3 brands. (2021 – present)
- Implemented AI-driven tools to generate and optimize creative content, resulting in enhanced engagement and conversion rates. (2022 – present)
- Elevated conversion rates by 30% in Q1 2023 by deploying an annual testing plan for email and social media marketing communication channels. Set a baseline for developing team KPIs. (2022 – 2023)



- Deployed strategy for launching a digital media library needed for monthly A/B testing. (2021 – 2022)
- **Top Skills/Competencies:** Talent Acquisition, Training and Development, Performance Management, Employee Engagement, Video / Digital Editing, Creative Direction, UX Design

### **Met Creative Group LLC, Washington, DC — CEO, Founder (2017 – Present)**

- Deployed a new annual budget to increase profit by 50% in 2022, and to support new business in 2023. (December 2021)
- Delivered 100% of all projects on time, and 80% of all projects under budget through effective team building and operations management. (2021 – present)
- Increased revenue by 150% in the year 2022 through amplified business development tactics and by expanding the scope of services of existing contracts. (2021 – present)
- Scaled the business with more than 50% of clientele being repeat clients through enhanced account management and client appreciation efforts. (2018 – present)
- **Top Skills/Competencies:** Negotiation, Budgeting, Cost Estimating, Operations Management, Leadership, Mentorship, Talent Acquisition

### **Brand Marketing Consultant (via Met Creative Group LLC), Washington, DC (2010 – Present)**

I lead brand development with clients by building creative strategies that shape and articulate the vision for their brand. I manage multiple copywriters, designers, subcontractors, and vendors — in addition to key creative and administrative processes. Select experience is noted below. (2010 – present)

- Doubled advertising production volume in two years, established cross-channel alignment, and increased channel-specific followers by 13% every year since the launch of WDG Architecture's digital annual communication plan — developed under my leadership and guidance. (2022 – present)
- Creative Director and Digital Project Manager for the Hekima Business Solutions' new web design. (2021 – present)
- **Top Skills/Competencies:** Customer Journeys, Staff Development, Talent Management, Branding and Identity, Communication, Digital Marketing, User-Centered Design, Design Strategy

### **GCS-SIGAL, Washington, DC — Brand Manager (2018 – 2021)**

- Launched a tuxedo-quality visual brand that more accurately represented the goals, vision, and values of the GCS-SIGAL organization after the merger of GCS, Inc. and SIGAL Construction Co. Provided brand design, strategy, and management. (2018 – 2021)
- Helped close multiple deals ranging from \$20,000,000 to \$45,000,000 with enhanced business development and improvements to sales processes. (2018 – 2021)
- Crafted new team roles, recruited junior staff, and developed training materials and workflows to position new talent for success and business growth. (2020 – 2021)
- **Top Skills/Competencies:** Strategic Planning, Market Research, Branding and Identity, Presentation

### **AARP®, Washington, DC — Creative Director Digital Channels / Senior Designer (2018 – 2020)**

- Led the creative team through key high-profile multi-million dollar marketing campaigns including *Mother's Day*, and *Black Friday* (which helped the organization increase AARP's annual memberships by 25% in 2018 and 2019).
- **Top Skills/Competencies:** Creative Direction; Project Management; Communication; UX Design, Print Design; Knowledge of functional design, graphic systems, and design specifications



### **Capital One®, McLean, VA — Senior Art Director, Brand Creative (2017 – 2018)**

- Designed on-brand social media content, and digital advertisements. Final creative targets millennial, and baby-boomer audiences. The visual assets work together across channels for a complete customer journey, and experience of the brand.
- **Top Skills/Competencies:** Customer Journeys, User-Centered Design, User Experience, Art Direction, Social Media, Leadership, Design Strategy

### **Cresa Global, Washington, DC — Director, Creative Services (2015 – 2017)**

- Increased production efficiency by 50% with the implementation of standard operating procedures that streamlined creative workflows, and highlighted opportunities for team growth (2015 – 2017)
- **Top Skills/Competencies:** Training and Development, Performance Management, Talent Acquisition

### **Grimm + Parker Architects, Calverton, MD — Graphics and Communications Specialist (2014 – 2015)**

- I teamed with design and marketing staff to develop a quarterly marketing collateral plan to strategically roll out content to targeted audiences. Served as senior graphic / content designer, and copywriter for quarterly newsletter publication. My services also included a new directory system used to manage visual assets. I also planned, coordinated and managed multiple photo and video shoots for various marketing campaigns and press releases.
- **Top Skills/Competencies:** Graphic Design, Press Releases, Photography, Design Management, Communication, Adobe Creative Suite, Creative Problem Solving, User-centered Design, Copywriting

### **WDG Architecture PLLC, Washington, DC — Senior Marketing Coordinator (2012 – 2014)**

- Led streamlined project management processes and executed creative strategies that ensured clear communication of brand messaging.
- **Top Skills/Competencies:** Bid Processes, Press Releases, Business-to-Business (B2B), Market Research, Photography, Communication, Design Research, Client Presentation, Copywriting

### **Lessard Design Inc., Washington, DC — Marketing Manager (2011 – 2012)**

- Part of the 2011 re-branding project, I designed a comprehensive identity system. I also optimized brand messaging through smart design and copy, and managed multiple production vendors / consultants as needed.
- **Top Skills/Competencies:** Networking, Marketing, Graphic Design, Press Releases, Business-to-Business (B2B), Market Research, Photography, Creative Problem Solving, Management, Client Presentation

### **Gap Inc., Deer Park, NY — Store Visual (2010 – 2011)**

- Campaign planning and execution of store visuals to increase customer conversion and maximize sales. Select experience is noted below:
  - Training and coaching of associate staff.
  - Collaboration with merchandising team to develop visual merchandising schemes promoting seasonal products.
  - Execution of multiple merchandising techniques to track customer purchasing patterns.
- **Top Skills/Competencies:** Design Strategy, Industrial Design, Product Design, Communication, Design Research, Creative Problem Solving



## *Additional Experience*

### **REC4AF, Washington, DC — Interim Marketing Director (2016 – 2017)**

- Working with the web and PR team, I led the brand identity project, and provided streamlined collateral (website, and other visual media).
- Planned and executed multiple social media campaigns for the new non-profit started by Cresa Global.
- **Top Skills/Competencies:** Design Strategy, Communication, Press Releases, Creative Problem Solving

### **Georgia Institute of Technology, Atlanta, GA — Senior Teaching Assistant (2008 – 2010)**

- Academic and administrative support provided to tenured staff.
- Helped directors, lecturers, and studio instructors meet program objectives for industrial design graduate candidates.
- Served as Lead Teaching Assistant and mentored students in my undergraduate and graduate-level courses — *Professional Practice; Materials of Design; Art History I and II.*
- **Top Skills/Competencies:** Leadership, Mentoring, Talent Development, Project Management

### **Live + Work Transit Research & Design, Georgia Institute of Technology (2007 – 2010)**

- Completed a Masters thesis project that helped shape unique solutions designed to relieve Atlanta's congestion problem. The full project consisted of: a 120-page research-based report on existing commuting needs; and an accompanying product design concept that responds to my research findings. The scope of work included focus group interviews with consumers and industry experts. Solidworks was used to build a complete 3D model showcasing the exterior and interior spaces of the final concept.
- **Top Skills/Competencies:** Market Research (Quantitative and Qualitative), Industrial Design, Solidworks, Analysis and Reporting, Presentation and Documentation

### **Mercedes Benz USA, Greater New York City Area — Intern (Design Management — Retail Facilities) (June 2009 – August 2009)**

- I supported the facilities planning team to streamline new brand standards across Mercedes-Benz retail facilities. I developed architectural design concepts for Mercedes-Benz North American Facilities aligning with MBUSA's Autohaus brand guidelines. Team goal was to optimize brand recognition across national retail facilities and create a consistent brand experience.
- **Top Skills/Competencies:** Industrial Design, Product Design, Creativity and Innovation, Design Thinking, Design Research, Creative Problem Solving, AutoCad



My eye for design excellence, delivered through pixel perfection and craftsmanship, has served a range of clients and employers. These have included local and national retail companies; design, architecture and engineering firms; financial institutions; software as a service (SaaS); educational and non-profit institutions.”

