

KELLY KORAK

RÉSUMÉ

Greater Charlotte, NC | Hybrid & Remote

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CREATIVE DIRECTOR | BRAND STRATEGIST | ART DIRECTOR

I'm a big-picture thinker, hands-on creative, and natural relationship builder who loves turning ambitious ideas into brands and experiences that connect. With 25+ years in the creative industry, I've worked across just about every environment imaginable—from building and running my own agency for 17 years to leading creative teams, transforming brands, and developing campaigns for nationally recognized companies. I bring a unique mix of strategic thinking, entrepreneurial drive, and a genuine passion for great design. I love the challenge of making complex ideas feel simple, compelling, and impossible to ignore.

CORE EXPERTISE

Creative Direction & Art Direction • Brand Strategy & Identity • Integrated Campaigns • Team Leadership
Business Development • Editorial & Publication Design • Digital & Print • Experiential Concepts
Photography & Video Direction • Creative Operations

PROFESSIONAL EXPERIENCE

BREAKTHROUGH PRODUCTIONS

Creative Director, Marketing & New Business Development | 2025–Present

- Lead creative development, company marketing, and new-business initiatives for an experiential production and fabrication studio serving national brands.
- Conceptualize and develop up to 10 client pitches and presentations per month for activations, pop-ups, trade shows, and retail environments.
- Produce capabilities decks, case studies, proposals, and integrated marketing content across web, email, social, and sales channels.
- Partner with agencies, clients, estimators, and fabrication teams to translate original concepts into compelling, buildable experiences.
- Notable clients: Netflix, Apple, Hallmark Media, Amazon, WalMart, Sam's Club, Unilever, Jack Daniel's, Jose Cuervo, Tillamook, MLB, Norwegian Cruise Line and *The Bachelor* TV Franchise.

PETSCREENING | Brand & Creative Director | 2024–2025

- Directed a company-wide brand evolution and cohesive visual identity system for a rapidly scaling rental-housing SaaS platform.
- Led and art directed a five-person creative team across brand design, campaigns, digital content, photography, video, and motion.
- Established creative standards and expanded the brand's expression across web, advertising, social media, presentations, events, video, animation, and marketing collateral.
- Partnered with marketing and leadership during a period in which the company secured $80M in Series B funding and reported serving 7M+ rental units nationwide.

KELLY KORAK

KORAK DESIGN / BLENDER CREATIVE CO. | Founder & Creative Director | 2007–2024

- Founded and led an independent branding and creative agency for 17 years, serving over 100 clients across healthcare, technology, hospitality, nonprofits, retail, and professional services.
- Developed long-term client partnerships, including numerous relationships lasting 10+ years, through ongoing creative and strategic collaboration.
- Built and directed a remote network of approximately 20+ creative specialists spanning design, development, writing, photography, and video.
- Led brand strategy, identity systems, rebrands, campaigns, websites, publications, and integrated marketing while overseeing client relationships, proposals, and agency operations.
- Notable clients: Liva Nova Medical, HealthOne HCA, Eating Recovery Center & Pathlight Mood and Anxiety Center, Forefront Dermatology, University of Colorado Denver, Colorado State University, Safe2Tell, Elevate USA, ACE Scholarships, American Heart Association, NAMI, and Mental Health America.

WELCH CREATIVE GROUP | Senior Designer | 2001–2007

- Led identity, campaign, publication, annual report, and digital design for healthcare, nonprofit, and purpose-driven clients.
- Managed junior designers and freelance specialists; sourced print vendors and oversaw production quality from concept through delivery.
- Generated new business through professional relationships and referrals, earning commissions for clients brought to the agency.

ROSS PRINT MARKETING | Graphic Designer | 2000–2001

Designed direct-mail campaigns and print collateral, building deep expertise in print processes, materials, color, and finishing.

DONNING COMPANY PUBLISHERS | Designer / Senior Designer | 1998–2000

- Designed 200+ page pictorial and commemorative books from concept through production, including typography, page systems, photography, and editorial storytelling.
- Promoted to Senior Designer following strong book sales performance and recognition for design excellence.

TOOLS & PLATFORMS

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, After Effects, Express) • Figma
Canva • AI-Enhanced Creative Workflows & Concept Development • SketchUp • Webflow
WordPress • Wix • Squarespace • HubSpot • Mailchimp • Monday.com • Workfront • Wrike
Confluence • Trello • Microsoft 365 • Google Workspace

EDUCATION

LIBERTY UNIVERSITY | Bachelor of Arts, Communications | Concentration in Media Graphics

BEYOND WORK

Mom of three, typography nerd, midcentury modern design junkie, and podcast addict. Big fan of comedy, mountains, lakes, oceans, live music, spontaneous adventures, and travel. Equally happy on a hiking trail, out on the water, volunteering my time, or debating fonts over a good bottle of wine and an unnecessarily elaborate charcuterie board.