

# Sejzelle Erastus-Obilo

Name pronunciation: sage-ELLE (like Asia)

[Portfolio](#) | [LinkedIn](#)

## CREATIVE SERVICES DIRECTOR

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Creative Services Director with 10+ years of experience directing visual communications across print, digital, email, and web channels. Led creative operations as a department of one, driving initiatives responsible for 30% of annual revenue and executing a full rebrand resulting in 28% engagement growth. Combines strategic thinking with hands-on execution in high-volume environments.

### OpenTheBooks · Remote

Creative Services Director, September 2019 - July 2025

- Directed all visual communications as a department of one, managing print, digital, email, web, and media assets for a national nonprofit organization.
- Led design and production of 2 donor booklets per month, supporting fundraising initiatives responsible for approximately 30% of annual revenue.
- Spearheaded a full rebrand resulting in 28% digital engagement growth across major platforms.
- Produced 50+ social media graphics monthly while maintaining cohesive visual strategy across Facebook, X, Instagram, and YouTube.
- Directed visual assets for email campaigns reaching 182K+ subscribers, contributing to annual fundraising goals exceeding targets annually.
- Managed editing and promotion of 24 monthly national media appearances to expand digital reach and strengthen brand authority.
- Evaluated and implemented AI tools to streamline creative operations and improve workflow efficiency.

### Benedictine University

December 2018

B.S. Marketing & Graphic Design  
Benedictine University | Lisle, IL | 2018

### Skills

- Brand Identity & Visual Systems
- Digital & Print Design
- Packaging & Production Design
- Email & Multi-Channel Campaign Design
- Adobe Creative Suite
- AI-Assisted Creative Operations
- Creative Strategy & Stakeholder Communication
- Vendor Coordination
- Project Management

### H+K International · Aurora, IL

Marketing Coordinator, May 2018 - September 2019

- Designed packaging and branded materials for global QSR clients including McDonald's, Burger King, and Popeyes, working within strict brand governance frameworks.
- Created production-ready dielines and packaging artwork for international distribution, ensuring alignment between creative, marketing, and manufacturing teams.
- Supported cross-channel marketing campaigns across email, web, mobile app, and print, contributing to consistent brand execution.
- Partnered with a 3-person design team to produce a 500-page product catalog, managing high-volume asset updates and quality control.
- Designed weekly marketing email graphics and maintained internal marketing calendar to support corporate communications and campaign planning.

### Boomer T's Custom Apparel · Aurora, IL

Graphic Design & Marketing Lead, June 2016 - May 2018

- Led concept development and design execution across apparel, social media, websites, email campaigns, presentations, and print materials for diverse client needs.
- Managed end-to-end production process, preparing final files and coordinating with printers, developers, and vendors to ensure accurate execution.
- Designed apparel graphics optimized for production, including screen printing and embroidery specifications.
- Balanced creative direction with technical precision to deliver high-quality visual communications across multiple mediums.