

# Traci Dibble

ART DIRECTOR

tracidibble.com  
trdibble@gmail.com  
717-673-0582  
linkedin.com/in/tdibble

**I am a creative problem solver and designer whose project management and organizational skills ensure projects are always delivered on time and under budget without sacrificing quality.**

## Education

### Bachelor of Fine Arts

Major in Illustration  
with an emphasis  
on Graphic Design

University of the Arts  
Philadelphia, PA  
9/2005—6/2009

## Skills

Project Management  
Professional Development  
Branding & Identity  
Digital Marketing  
Product Photography  
Photo Manipulation  
Sourcing Bespoke Images  
Packaging  
Prototyping  
Storyboarding  
Illustration  
Prepress Production  
HUB Spot Certified  
Adobe Creative Suite  
POS & MAS Systems  
(Sage and Oracle)  
CRM Maintenance  
Pitch Decks  
Presentations  
Microsoft Office Suite  
CSS and HTML  
Inventory Management

## Work Experience

### Art Director, Children's Book Publishing

American Reading Company, 2016—Present

Leads a department of 13 writers, graphic designers, and illustrators through development and production of more than 700 books across four languages.

- Oversees all aspects of the publishing business, from purchasing, production, budget, hiring, translation, and marketing
- Implemented a new workflow system and branding guideline to streamline production process
- Grown several designers into managers and directors with ongoing professional development, Skillshare courses, and peer groups with other new managers

### Director of Marketing

American Reading Company, 2010—2016

Led a team of six graphic designers, videographers, and web designers to deliver digital and print collateral for a nationwide Sales Team

- Reorganized the department to be a regional support model for customizing copy, design, and campaigns for account managers
- Introduced JIRA for tracking marketing projects and requests that resulted in decreasing turnaround time from 7 business days to 2 business days
- Increased social media engagement by implementing a targeted campaign of our professional development coaches and celebrity partners to do webinars
- Collaborated with R & D team to revamp all catalogs and sales materials to launch a new keystone product – ARC Core
- Designed a brand new, state-of-the-art tradeshow booth for National Conferences that allowed our staff to host professional development sessions

*Previous Positions: Creative Project Manager and Senior Graphic Designer*

### Toy Design Assistant

MAJic Creative, 2009—2010

Assisted in the research and development of toy concepts.

- File set up for soft and hard line products, including large format sizing, color correction, die cuts, and spec packs
- Photography, retail pitch decks, prototyping for new product concepts
- Writing and illustrating how-to instructions and for craft kits