

Ursula Ward



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- * Art Director
- * Customer Service
- * Digital Marketing
- * Creative problem solver

PROFILE

Worked as an **Art Director** in a thousand employee firm, **in charge of offering creative support** for attorney development, human resources and several legal practice departments in five global offices for over 15 years. Worked together with a **marketing team** on **designing assets** and **digital marketing strategy** for **marketing campaigns, client pitches** and **global conferences**. **Customer service**, creative and technical **problem solving** and **mentoring** has always been a particularly inspiring part of my career.

Extensive experience working in New York publishing and Wall Street firms. A marketing professional with experience in **project and budget management, branding**, graphic design, production skills, web and UX design.

Implemented a year long firm **values campaign** including internal e-campaign and related events. Designed **user friendly intranet designs** using story boards, as well as designed updated website designs. **Independently coordinated** and negotiated projects with outside design firms, junior designers, freelancers and service agencies.

EXPERIENCE

Marketing Consultant / Art Director

ursulaward.com 5/2019 - present

Develops marketing strategy, writes content and creates visual assets.

Clients have included: Voima Graphics, Lawyersdesignschool.com, Cocoli.fi, Develore.com, Hausfeld LLP (UK).

Art Director / CADWALADER, WICKERSHAM & TAFT LLP

New York lawfirm

11/2012 - 1/2019 and 5/2000 - 1/2010

Developed, designed and coordinated various **marketing and business development projects** and campaigns for one of the oldest law firms in the U.S., and their offices including **New York, Brussels, London and Hong Kong**. Facilitated the creation and production of the **firm's visual identity extension across all branded elements** including printed, online and interactive media. Identified the firm's various audiences and appropriate imagery to **achieve communication goals** in a professional setting. Worked in a range of computer environments, including Mac, PC, intranet and internet, **solving artistic and technical challenges** for a broad range of marketing communications. **Worked closely** with **IT, CRM operators** and **web designers** to design, implement and coordinate various projects and campaigns. Materials included online and printed corporate newsletters, advertisements, brochures, announcements, invitations, conference materials and PowerPoint presentations. Supervised, coordinated, and mentored projects with junior designers, freelancers, outside design firms, commercial printers and other service bureaus.

Graphic Designer / CRAIN COMMUNICATIONS

New York publishing house, 3/1999 - 5/2000

Designed various marketing materials and brochures, charts, house ads and maps for Crain's New York Business and Investment News. Worked under extremely tight daily deadlines fast and accurately.

Customer Service Representative / FAIRCHILD PUBLICATIONS

New York publishing house, 1/1997 - 2/1999

Handled customer service calls regarding advertisements and billing. Paginated classified page layouts and advertisements for 8 different publications, including: Womens' Wear Daily (WWD) and DNR.

SKILLS

Adobe Creative Cloud, Microsoft Office, Google Workspace, Canva, WordPress, Wix, CRM, SEO, SEM, ChatGPT.

EDUCATION

SARANEN CONSULTING & GROW WITH GOOGLE

Nov 8 - Dec 13, 2021

Digital Marketing Bootcamp - Grow with Google-training. SEO, SEM, digital marketing, web analytics, e-commerce and growth hacking.

HUNTER COLLEGE, New York

2/1992 - 1/1998. GPA 3,75

Bachelor of Arts (BA) in Political Science and Philosophy (*Magna Cum Laude*)

Member and a Graduate of the Thomas Hunter Honors Program, Liberal Honors.

SCHOOL OF VISUAL ARTS

New York, 1991 - 2009

Variety of digital design courses.

LANGUAGES

Finnish and English (bilingual)

REFERENCES

"I had the privilege of working closely with Ursula for nearly eight years. Her design aesthetic is exceptional, but beyond that, Ursula's strong work ethic, her project management and organizational skills were vital to the success of the entire marketing team."

-Kristen Casselman, Content Manager