

Abigail Ray, M.F.A.

CREATIVE DIRECTOR & MARKETING PROFESSIONAL

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Professional Summary

With 14 years of creative design experience, I'm all about crafting bold, eye-catching designs that transform brand identities. Whether it's B2B, B2C, or internal teams, I love creating marketing materials that truly stand out. My 12-year freelancing journey has fueled my passion for fresh, innovative design. I've had the chance to work with amazing clients like Coca-Cola Consolidated and The Walt Disney Company, and I can't wait to bring my energy and creativity to your next project!

Areas of Expertise

Professional Skills

UX/UI Design | Graphic Design | Copywriting | Video Editing | SEO Development | Website Design | Podcast Production | Email Marketing | Social Media Marketing | Digital Marketing Contractor/Freelance Management | Budget Management | Photography | Videography Analytics | Set Design | Print Media | Budgeting | Event Planning | Presentation Design

Technical Skills

HubSpot | Shopify | Wix | JotForm | Adobe Creative Suite | Microsoft Office | Spotify Canva | Google Business | Amazon Associates | Amazon Storefronts | Figma | YouTube Vimeo | Apple Podcast | MailChimp | Constant Contact | Wordpress | Monday | Asana AirTable | Riverside.fm | Facebook | Instagram | ChatGPT | ETSY | META Business Suite Google Marketing Platform | Synthesia | Affiliate Program Management

Professional Experience

Creative Director, Self-Employed | Remote

2024-Present

As a freelance Creative Director, I'm all about bringing brands to life with design that makes an impact! From graphic design and branding to event planning, website design, social media campaigns, and even podcast production—I've got a hand in it all. If it's part of a brand's identity, I've probably worked on it. I've had the chance to collaborate with companies of all sizes, from startups to big names like Coca-Cola Consolidated, Castle Bound Travel Company, LymeBytes! Symposium, Hop House Brewery, and more. Whether it's refreshing a brand or launching a new campaign, I combine creativity with strategy to create designs that grab attention and connect with audiences. If you're looking for a creative partner who can bring your vision to life, let's chat!

Creative Director, Castle Bound Travel | Remote

2022-Present

I bring the magic of Disney and other top-tier brands like Universal, Sandals, and Beaches to life through engaging marketing campaigns and creative designs that inspire joy and wonder. By blending strategy with imagination, I craft unforgettable experiences while ensuring everything aligns with brand standards. I develop big-picture marketing strategies, design and maintain websites and internal portals, and create visually stunning email and print materials. From planning events and managing budgets to capturing photos, videos, and designing captivating social media content, I ensure every moment shines. Let's just say, I wear a lot of hats—and they're all magical!

Associate Creative Director, gen.video | Remote

2021-2024

As Associate Creative Director at gen.video, I led creative design for both internal marketing and client projects, covering everything from UX/UI design for websites to social media content, video production, influencer collaborations, and sales materials. I thrived as a "Creative Chameleon," crafting standout marketing materials for both B2B and internal teams while adapting to different challenges. A multitasking master, I handled a variety of creative projects at once, from building HubSpot websites to producing podcasts, creating engaging videos, and designing scroll-stopping social content. Collaboration was at the heart of my role, where I worked closely with leadership, managed in-house and freelance teams, and consistently delivered polished, impactful work for clients. Presenting fresh ideas and creating sales collateral that made a real impact were key highlights of my experience.

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Professional Experience Continued

Art Director, Saatchi & Saatchi X | Columbus, OH 2019–2021

As an Art Director at Saatchi & Saatchi X, I brought creativity to life through a variety of internal and promotional marketing projects. From designing eye-catching point-of-purchase displays to crafting engaging video content, I used my art direction skills to create work that truly resonated with audiences. I excelled in visual storytelling, creating everything from stunning photography to memorable in-store displays and packaging, always ensuring the client's goals and brand identity were front and center. Building brands and turning ideas into impactful marketing campaigns was my passion, and I had the privilege of helping amazing brands connect with their audience in meaningful ways. With a proven track record, I know how to make a brand stand out and leave a lasting impression.

Senior Graphic Designer, Kreber Creative | Columbus, OH 2017–2019

At Kreber Creative, I worked closely with cross-functional teams to develop advertising campaigns for top brands like Club Car, Scott's Miracle-Gro, and Hamilton Beach. From concept to execution, I handled a range of projects across print, digital, and in-store mediums, consistently delivering on time and within budget. I brought creative channel expertise, designing everything from print catalogs and Amazon storefronts to website designs, social media campaigns, and in-store displays. As a lead on art direction and set design for live shoots, I ensured every detail aligned with the creative vision. I also developed engaging social media content to help brands connect with their audiences and expand their presence. By building strong relationships with clients and teammates, I kept communication flowing smoothly and ensured every project hit the mark. Blending creativity with strategy, I was passionate about bringing bold ideas to life and helping brands shine across all channels.

Regional Marketing Manager, Wyndham Worldwide | Hilton Head Island, SC 2016–2017

As Regional Marketing Manager at Wyndham Vacation Rentals, I developed and executed impactful campaigns that boosted bookings and strengthened owner partnerships. Collaborating with talented creative teams, I created eye-catching designs for print, ads, social media, and email, driving sales and enhancing the brand's presence across multiple locations. I managed marketing efforts for top destinations like Hilton Head Island, Charleston's Islands, Gatlinburg & Pigeon Forge, and Vacation Palm Springs, ensuring each campaign not only stood out but also delivered measurable results, elevating both brand presence and performance.

Graphic Designer, The Walt Disney Company | Orlando, FL 2015–2016

During my 6-month temporary assignment at The Walt Disney Company, I spearheaded design projects for both internal and external communications, ensuring cohesive branding and messaging across all materials. My portfolio includes compelling print collateral, engaging presentation designs, informative social media recaps, website design elements, and effective internal training materials, all crafted to enhance brand consistency and communication.

Education

Savannah College of Art & Design, M.F.A. in Advertising | Savannah, GA 2013–2015

Radford University, B.F.A. in Advertising | Radford, VA 2007–2011

References

Please feel free to visit my LinkedIn profile or abigailray.com to explore written testimonials from past & present colleagues, leadership, partners, and business owners.