



PAMELA SUSKI

CREATIVE MANAGER • BRAND STRATEGIST

CONTACT

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EDUCATION

Bachelor of Fine Arts
concentration in graphic design
Eastern Michigan University

SKILLS

- Creative Strategic Planning
- Team Management
- Project Management
- Advertising
- UI/UX Design
- Campaign Marketing
- Company Branding
- Logo Design
- Typography
- Art Direction
- Copywriting

SOFTWARE

- Adobe Creative Suite
- Microsoft Office

REFERENCES

Available upon request

PROFESSIONAL OVERVIEW

Results-driven Creative Manager with over 15 years of experience leading high-impact graphic design, copywriting, and brand advertising initiatives. Proven track record in orchestrating comprehensive marketing campaigns and conducting market research to elevate brand awareness and engage target audiences. Expert in web design and creative direction, with a focus on team collaboration to ensure clear messaging, project objectives, and peak customer satisfaction.

WORK EXPERIENCE

Creative Manager/Brand Strategist

MGM Grand Detroit | January 2022 – present

- Direct an in-house creative team by managing project timelines and administering launch dates.
- Develop and maintain property style guides to ensure visual consistency across all digital platforms and physical installations.
- Provide creative direction and feedback on all casino promotions, print materials, menus, booklets, and mailers to ensure clear guest communication.
- Oversee advertising strategy and collateral placement within the casino and hotel environments.
- Lead and execute property-wide photo shoots for web and print marketing.
- Streamline design workflows to ensure smooth material transitions between internal departments and external vendors.

Senior Graphic Designer/Art Director

MGM Grand Detroit | 2020–2022

- Spearheaded design processes backed by market research to deliver accurate information and compelling messaging.
- Expanded role responsibilities to include end-to-end email marketing creation, copywriting, and submission

Graphic Designer/Art Director

MGM Grand Detroit | 2014–2020

- Produced eye-catching multimedia and graphic designs to support diverse marketing needs.
- Utilized ongoing market research to implement best practices for brand awareness, user experience (UX), and customer engagement

Web Content Supervisor

ACO Hardware Corporate Offices | 2010–2014

Graphic Designer

ACO Hardware Corporate Offices | 2006–2010