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Jenna Quatraro

CREATIVE DIRECTOR · BRAND + TEAM BUILDER · DESIGNER

GREATER CHICAGO AREA
REMOTE-READY

I build creative teams, brands, and systems that make MORE possible.

Creative leader with **15+ years of experience** building brands, leading multidisciplinary teams, and transforming how creative work gets done. Built and scaled an eight-person in-house creative studio at Sourcebooks, supporting seven business units and approximately 4,000 annual requests. Direct brand strategy, integrated campaigns, art and copy, and creative production across digital, print, video, retail, and experiential channels. Combine strategic vision, hands-on creativity, and AI-enabled innovation to strengthen brands, streamline operations, and deliver meaningful business impact.

Experience

SOURCEBOOKS

Creative Director (2022–Present)

Built and scaled an eight-person in-house creative studio at Sourcebooks, leading designers and copywriters across approximately 4,000 annual requests. Direct brand strategy, integrated campaigns, and creative production spanning digital, social, video, print, retail, and experiential marketing. Oversee art direction, messaging, and copy development to deliver cohesive, audience-focused creative. Established scalable workflows, resource planning, and brand governance systems supporting seven business units. Pioneered AI-assisted production processes, reducing catalog production time by 71% while preserving human creativity and quality. Partner with cross-functional leaders to align creative strategy with business objectives, develop talent, and drive continuous innovation.

Senior Marketing Design Manager (2020–2022)

Led multidisciplinary creative development across B2B sales, retail marketing, digital campaigns, and brand initiatives. Expanded team capabilities, strengthened production workflows, and partnered with marketing, sales, and external vendors to deliver cohesive, high-impact creative at scale.

Marketing Design Manager (2016–2020)

Managed creative development for B2B sales materials, consumer campaigns, catalogs, and digital promotions. Partnered with marketing and sales teams to translate business objectives into brand-consistent creative solutions.

Senior Graphic Designer (2013–2016)

Designed integrated campaigns, digital advertising, catalogs, retail displays, and brand identities, translating creative concepts into polished, audience-focused executions.

PANASONIC HEALTHCARE

Graphic Design & Marketing Systems Coordinator (2012–2013)

Developed B2B product marketing creative for healthcare and laboratory equipment, supporting brand consistency and clear, compelling communications for professional audiences.

DISCOVERY COMMUNICATIONS

Creative Marketing Coordinator (2011–2012)

Produced digital and print creative supporting network marketing campaigns, brand communications, and promotional initiatives.

THE LOWE GROUP

Graphic Designer (2008–2011)

Developed brand identities and marketing collateral as well as digital and print creative for corporate and consumer real estate audiences.

Education

MBA, MARKETING

Loyola University Chicago
(2007–2008)

BBA, MARKETING

Loyola University Chicago
(2003–2007)

Skills

Creative Direction

Brand Strategy

Creative Leadership

Integrated Campaigns

Art + Copy Direction

Creative Operations

Team Building + Development

Visual Storytelling

Cross-Functional Leadership

Brand Systems + Governance

AI-Enabled Creative Systems

Workflow Innovation