

# Jerilyn Gover

## SENIOR ART DIRECTOR | BRAND DEVELOPMENT | PACKAGING | RETAIL MARKETING

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**Creative leader with experience in graphic design, brand building and strategic marketing across retail, consumer goods and e-commerce.** Adept at leading design teams, mentoring creative talent and delivering impactful integrated campaigns that strengthen brand and visual identity, generating measurable results. Passionate about translating color, shape and voice into meaningful brand experiences, with expertise in packaging, retail environments and digital design.

### Core Competencies:

**Creative Direction | Brand Strategy & Storytelling | Concept Development | Integrated Campaigns | Packaging & Retail Design | Cross-Functional Collaboration | Team Leadership | Presentation & Pitch Development | Client & Stakeholder Management | Vendor & Budget Oversight**

### Technical Skills:

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|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>Design &amp; Creative Tools:</b>       | Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat), KeyShot (3D Rendering), Figma, Microsoft Office Suite |
| <b>Branding &amp; Creative Direction:</b> | Creative Direction, Brand Strategy, Brand Building, Illustration, Packaging Design, Retail Environments                 |
| <b>Photography &amp; Visuals:</b>         | Photography Art Direction, Photography Retouching, Location & Talent Scouting                                           |
| <b>Content &amp; Presentation:</b>        | Presentation Design, Video Editing, Marketing Collateral, Digital & Print Production                                    |
| <b>Collaboration &amp; Management:</b>    | Client Management, Cross-Functional Collaboration, Vendor & Budget Oversight, Creative Team Mentorship                  |

### Work Experience:

**Sally Beauty - Denton, TX | Jan 2023 – Present**

#### Senior Creative Manager – Stores and Branded Environments

*Lead creative strategy and brand direction for 4,800+ Sally Beauty and formerly BSC/CosmoProf stores across the U.S., Canada and Puerto Rico, overseeing store redesigns, branded environments and integrated campaigns while managing design teams.*

#### Key Achievements:

- Direct creative strategy for large-scale retail store redesign, scaling over 30 test and pipeline stores, in partnership with leading branding and environmental design agencies.
- Deliver seamless branded experiences across locations, for over 15 season and owned-brand campaigns, aligning in-store design with omnichannel efforts.
- Build and mentor a team of graphic and production designers, encouraging professional growth and improving creative output.
- Streamline vendor artwork approvals, boosting accuracy, efficiency and consistency.
- Champion a culture of design excellence, aligning immediate campaign goals with long-term brand vision.

**September Branding – Remote | Feb 2020 – Present**

#### Founder & Freelance Art Director / Graphic Designer (Project-based alongside full-time roles)

*Provide branding, packaging and marketing design solutions to clients in the consumer goods, retail, food service and e-commerce sectors. Manage the full creative development cycle from concept to execution.*

#### Key Achievements:

- Evolve or develop brand identities for dozens of clients and packaging designs that increased product visibility and enhanced GTM strategies.

- Collaborate with packaging engineers, industrial designers and marketing teams to create innovative, design-driven business solutions.
- Direct external creative partners and vendors, ensuring high-quality output within budget and schedule constraints.
- Create several compelling sales presentations that boosted client business growth and funding efforts.
- Notable clients: Tandy Leather Company, Freud Tools, JarJoy, XLVII Bakery and CPG Consulting.

**Chewy – Remote | Nov 2021 – Jan 2023**

**Contract Content Creator (remote via Consol Partners)**

*Supported Chewy's employer brand and recruitment marketing strategy by creating engaging social media, video and digital content. Worked collaboratively with creative teams to deliver consistent and compelling visuals across multiple platforms.*

**Key Achievements:**

- Designed static and animated social media content that increased engagement and enhanced Chewy's employer brand presence.
- Collaborated with videographers and photographers to create storytelling assets, boosting recruitment marketing efforts.
- Optimized content for Chewy's career site, enhancing visibility and boosting candidate engagement.
- Developed branded presentations and graphics to support internal and external communications.

**Veritiv - Atlanta, GA | Sept 2015 – Feb 2020**

**Brand and Graphic Designer II**

*Designed innovative packaging and point-of-purchase (POP) displays that aligned with customer insights & business objectives. Partnered cross-functionally to deliver impactful, results-oriented creative solutions.*

**Key Achievements:**

- Produced packaging and POP displays that boosted product visibility and retail performance.
- Collaborated with sales teams, packaging engineers and clients to synchronize creative strategies with business objectives.
- Mentored junior designers, leading brainstorming sessions and creative kick-offs.
- Presented creative concepts to executives and clients and enhanced client relationships.

**Pier 1 Imports - Fort Worth, TX | Jan 2009 – June 2015**

**Graphic Designer**

*Created monthly promotional signage for 1,000+ retail stores across the U.S. and Canada, reinforcing brand identity and seasonal campaigns.*

**Key Achievements:**

- Designed out-of-home advertising for hundreds new store launches nationwide.
- Partnered with copywriters to design branded credit card promotions and direct marketing collateral, increasing credit applications by over 30%.
- Directed Pier 1's gift card program, developing designs that boosted in-store purchase add-ons.
- Art directed photoshoots, coordinating with photographers, stylists and product managers.

**Earlier Experience:**

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**Peaches Uniforms (now Medcuture) - Art Director / Marketing Manager**

**Tandy Brands Accessories – Sr. Graphic Designer**

**Education:**

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**University of Texas at Arlington, Bachelor of Fine Arts Communication Design - Cum Laude**