

NINA ALEXIS SIMMONS

CREATIVE DIRECTOR | BRAND & MARKETING STRATEGIST

Turning Business Vision into Brands & Experiences People Can See, Understand & Trust

Gainesville, FL | Remote nationwide | 352.359.0651 | contact@ninasimmons.com | ninasimmons.com | linkedin.com/in/nina-alexis

EXECUTIVE PROFILE

Creative Director and fractional creative + marketing leader with 15+ years of experience turning business vision into clear brand direction, creative systems, and audience-facing experiences. Brings deep expertise in brand strategy and creative operations, helping growing organizations clarify what the brand needs to say, how it should show up, and what people, processes, and standards are required to deliver consistently. Trusted by CEOs, executive directors, founders, and marketing leaders across nonprofit, membership, real estate, professional services, and corporate environments, with additional strength in integrated campaigns and executive communications.

PROFESSIONAL EXPERIENCE

Founder & Creative Director | Fractional Creative + Marketing Leader

Nina Simmons Designs, Inc. | Atlanta, GA / Gainesville, FL | Feb 2016 – Present

- Serve as outsourced Creative Director and marketing lead for founders, nonprofits, membership organizations, and professional-service firms, owning brand direction, creative operations, and marketing strategy across ongoing engagements.
- Advise leadership teams upstream of execution, clarifying what should be created, why it matters, who it must reach, and how it supports business goals, then guide the work from direction through delivery.
- Direct designers, developers, writers, production partners, and vendors as needed; establish standards, lead reviews, and maintain brand consistency across concurrent projects and channels.
- Directed 200+ brand identity, campaign, and visual communication engagements from discovery and strategy through creative direction and implementation.
- Built client onboarding systems, SOPs, template libraries, and AI-supported workflows that make creative delivery more consistent, repeatable, and easier to scale.

Selected Leadership Engagements

- Royalty Publishing House (2014–2024): Creative Director (contract) across brand and campaign creative; work contributed to a 30% revenue lift and an audience of 50,000+ followers.
- Atlanta Black Chambers (7+ years): lead creative and marketing direction for a 500+ member organization; unify visual standards across programs and events, build repeatable communication systems, and advise executive and marketing leadership on member- and sponsor-facing communications.
- Williams Park: provide fractional brand and marketing leadership across brand architecture, positioning, audience strategy, messaging, websites, newsletter, merchandise, artist presentation, and music-release marketing.
- YE Foundation: direct gala and fundraising creative, sponsor communications, event positioning, and invitation systems in partnership with leadership and event stakeholders.
- Childspring International (2020–2023): continued as the organization's creative and marketing partner on a contract basis after my staff role, supporting fundraising campaigns, donor communications, and events.

Creative Consultant (Contract)

TK Elevator North America Headquarters | Atlanta, GA | Sep 2025 – Nov 2025

- Developed executive and sales presentations for the company's annual Sales Team Summit, organizing complex business information into clear, visually cohesive presentations.
- Partnered with marketing stakeholders and senior leadership to review presentation content, refine messaging, and ensure alignment with company priorities and brand standards.
- Created visual narratives and presentation systems supporting keynote sessions, sales communications, training, and internal messaging.

Senior Graphic Designer

Berkshire Hathaway HomeServices Georgia Properties | Atlanta, GA | Dec 2021 – Aug 2025

- Directed integrated marketing and sales-enablement creative across digital and print channels for a large real estate network, balancing corporate brand standards with agent and market needs.
- Served as a strategic liaison between marketing and 1,200+ REALTORS®, translating business and sales objectives into brand-aligned campaigns, presentations, and marketing tools.
- Spearheaded personal-branding improvements that contributed to a reported 15% increase in lead conversion and developed luxury marketing campaigns tailored to distinct audiences and property segments.
- Trained agents to use marketing tools and brand systems more effectively, strengthening consistency while enabling more confident local content creation.

Marketing Coordinator (Part-time)

Childspring International | Atlanta, GA | Jul 2018 – Apr 2020

- Served as the organization's primary marketing resource, partnering with leadership to turn fundraising, awareness, and community-engagement priorities into visual communications.
- Led visual marketing for fundraising campaigns, donor communications, and events, including the annual gala.
- Managed and mentored marketing interns, providing project direction, creative feedback, and day-to-day guidance.

Graphic Designer

Gravotech, Inc. | Duluth, GA | May 2013 – Apr 2016

- Led design for integrated marketing initiatives in collaboration with global teams, supporting sales, product, and corporate communication needs across channels.
- Developed email and digital marketing assets that increased engagement rates by 25%.
- Standardized branding across internal sales and marketing materials, contributing to stronger consistency and a reported 15% increase in conversions.

ADVISORY, THOUGHT LEADERSHIP & FACILITATION

- Advise founders and organizational leaders on brand governance, positioning, marketing direction, and the creative systems needed to move from ideas to execution.
- Publisher of The Bright Idea, a LinkedIn newsletter focused on brand clarity, creative leadership, marketing systems, and practical application.
- Facilitated 10+ workshops on visual storytelling, brand, design, and Canva for entrepreneurs and creative professionals.

CORE LEADERSHIP CAPABILITIES

Creative Direction • Brand Strategy • Integrated Marketing • Brand Architecture • Visual Identity Systems • Creative Operations • Executive Communications • Campaign Development • Cross-Functional Collaboration • Team & Partner Direction • Stakeholder Management • Experience Design • AI-Enabled Creative Workflows

EDUCATION

M.A., Advertising Design

Savannah College of Art & Design (SCAD) | Savannah, GA | Sep 2009 – May 2011

B.S., Studio Art

Florida State University | Tallahassee, FL | Sep 2005 – Dec 2008

PLATFORMS & TOOLS

Adobe Creative Cloud • Canva • Figma • Midjourney • Google Workspace • ClickUp • Mailchimp • Klaviyo • AI tools and emerging creative technologies

PROFESSIONAL DEVELOPMENT & PUBLICATION

Elevate Creative Direction Certificate | Randy Stein, Group Creative Director, Ogilvy • Published design work: Visual Image Design: Restaurants & Hotels, ArtPower International (2014)