

Christina Spalatin

CREATIVE DIRECTOR
COLLABORATOR
CRITICAL THINKER

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Milwaukee, WI

Technical Skills

Design Tools:

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Firefly, Acrobat, ProBridge)
- WoodWing Studio
- Airtable
- Canva

Project Management & Collaboration:

- Microsoft Office Suite (Word, PowerPoint, Excel, Outlook)
- WoodWing Assets (DAM)
- Adobe Creative Cloud
- SharePoint
- Jira
- Teams

Content Management:

- Prepare
- Insite

Education

Bachelor of Arts (BA),
Graphic Design

Bachelor of Arts (BA),
Fine Arts

Minor in Psychology

Mount Mary University
Milwaukee, WI

Certification

Collaborative Leadership (2024)

Senior-level creative director with 15+ years of experience working on global brands in both corporate and agency environments. Proven record of designing innovative content, product and marketing promotions that drove leading market share, generated record-setting response rates and expanded customer base. Team player with exceptional leadership and interpersonal abilities, including a diplomatic approach to building partnerships with direct reports, peers, executive management and external clients.

Key Skills

- Global Operations & Training
- Team Leadership & Collaboration
- Project Management
- Cross-Channel Marketing & Promotion
- Photo Direction & Styling
- Mentorship & Talent Development
- Creative Vision & Innovation
- Brand Strategy & Management
- Pre- & Post-Production Management
- Positive, Accountable, Trustworthy

Professional Experience

Trusted Media Brands (TMB), Milwaukee, WI 2022 - 2024
ASSOCIATE CREATIVE DIRECTOR, Reader's Digest Magazine

- Directed the creative vision for a global design team, overseeing the entire production process for visual content, which included concept development, layout, assignment briefs, photo shoots, through final delivery for Digest, Large Print, and International editions (1.6M+ circulation, 13.6M reach)
- Drove cross-platform collaborations with digital teams, enhancing visibility through high-impact content for America the Tasty and Nicest Places in America.
 - Led the successful redesign and rebranding of Select Editions to Fiction Favorites book series, exceeding sales budget by 45%.
 - Directed the production of monthly animated covers for Apple+ News, boosting audience engagement and visibility.
 - Sourced and engaged premier global photography and illustration talent to create impactful visuals.

Trusted Media Brands, Milwaukee, WI 2017 - 2022
ASSOCIATE CREATIVE DIRECTOR, Enthusiast Brands, Magazines & Books,

- Directed a creative team in delivering visual print and digital content for *Birds & Blooms*, *Reminisce*, *Country*, *Country Woman*, and *Farm & Ranch Living*.
- Successfully led the rebranding of *Country* and oversaw redesigns for *Farm & Ranch Living* and *Country Woman*. Spearheaded brand books and guidelines, ensuring visual consistency across platforms.
 - Led creative operations for Trusted Studios, an in-house agency, developing custom content and programs for external clients.
 - Redesigned the Enthusiast books series and special interest publication formats, achieving cost efficiencies and success in retail and direct mail channels.
 - Managed strategic product planning and timelines, budgeting, photography/illustration acquisition and assignments, performance reviews and staffing functions.

Reader's Digest Association, Milwaukee, WI 2015 - 2017
ART DIRECTOR, Reminisce & Reminisce Extra Magazine

- Led the rebranding and content restructuring of Reminisce magazine, collaborating closely with editorial teams to shape issue lineups, pacing, and visual narrative.
- Oversaw all aspects of visual content creation, including archival stock photo research and illustration sourcing to enhance the storytelling experience.
 - Supervised designers to elevate brand aesthetics and support their professional growth.

Reader's Digest Association, Milwaukee, WI 2011 - 2015
ART DIRECTOR, Creative Marketing

- Delivered high-impact direct response, renewal, and gift marketing multi-channel campaigns to drive new subscriber acquisition and retention.
- Designed brand-extending marketing materials to support product launches and subscriber engagement initiatives.

Additional Professional Experience

Kerlin Design & Consulting – Senior Designer, Milwaukee, WI
Milwaukee Journal Sentinel – Senior Designer, Milwaukee, WI
Lamplight – Product Manager, Menomonee Falls, WI