

# VICTORIA PRICE

vnprice0315@gmail.com | linkedin.com/in/vpricedesigns | vpricedesigns.com

Brand and Creative Strategist with over 15 years of experience working in both B2B and B2C marketing environments. Adept at leading creative projects from concept to completion, with strengths in brand strategy, campaign development, and project management. Extensively experienced in delivering strategic and cohesive visual content for print, digital, web, video, and email with expertise in Adobe Creative Suite.

## Experience

### Assistant Director of Brand and Creative Strategy

Durham Academy | **Mar. 2026 – present**

Standardize institutional brand governance as the primary authority for 200+ stakeholders, implementing self-service systems and frameworks that ensure visual consistency across cross-functional departments.

*brand governance, stakeholder management, cross-functional leadership, change management*

Provide strategic creative input and direction for institutional campaigns, ensuring all marketing collateral align with high-level enrollment and philanthropic objectives.

*creative strategy, market positioning*

Manage high-level external partnerships and agency relationships, ensuring all outsourced creative work meets rigorous institutional standards and budgetary constraints.

*vendor management, quality assurance, strategic partnership*

### Creative Services Manager

Durham Academy | **Mar. 2023 – Mar. 2026**

Spearheaded a year-long, institutional rebrand from concept to launch, serving as a key liaison with external branding agency. Directed rollout implementation across all digital, print, and merchandise channels while shaping brand direction with intentional and strategic influence.

*project management, brand strategy, creative direction, visual identity, strategic communication, implementation planning*

Executed end-to-end creative development for all digital and print platforms as the sole designer, delivering tailored visual solutions by adapting tone and design for diverse internal stakeholders and high-impact institutional publications.

*annual publications, logos, email templates, signage, apparel, postcards, illustrations, brochures, invitations, ads, posters, environmental graphics, campaigns*

Collaborated with the Assistant Director of Marketing & Communications to design and manage digital assets to advance the schools digital presence. Oversaw and directed the implementation of new brand elements in website visual overhaul.

*website maintenance, email template design, social media graphics*

### Freelance Production Specialist

Skye Design Studios | Contracted as needed | **Apr. 2017 - Present**

Compile and generate production ready files for over 20 university athletics and conference rebranding projects.

*style guides, finalized logo files (ai, eps, jpeg, png, pdf)*

### Durham Academy Highlights

#### Award-winning

#### **Institutional Rebrand Rollout**

Orchestrated the creative implementation of the full institutional rebrand, directed the design and execution of 80+ unique projects spanning digital, print, merchandise, and environmental graphics—all within a two-month window. Demonstrated strong leadership and creative vision while maintaining high performance across ongoing responsibilities and daily department needs.

*InspirEd School Marketers Brilliance Awards - 2026 Special Event*

#### Award-winning

#### **Annual Magazine Redesign & Editorial Shift**

Led a strategic creative overhaul of the annual magazine, shifting it from dense, institutional report to a visually engaging, human-centered storytelling publication. Championed a shift toward original, community-driven stories with varied pacing and visual hierarchy—balancing feature-length narratives with lighter, design-forward pieces. The 2025 edition received strong praise from both administration and community members for its renewed relevance and emotional resonance.

*InspirEd School Marketers Brilliance Awards - 2025 Magazine Cover Design - 2026 Magazine Writing*

## Web and Graphic Designer

Metro Productions | **June 2014 – Mar. 2023**

Conceptualized and produced print collateral, following brand standards, to promote clients and increase their response rate from their donors and clients.

*ads, brochures, direct mail, displays, event materials, publications*

Coordinated with clients to construct and maintain effective and consistent web presences to strengthen communication with target audiences.

*banner ads, html emails, social media posts, websites*

Formulated and developed videos to promote client initiatives.

*fundraising videos, marketing videos, television ads, web videos*

## Design Intern

Metro Productions | **June 2013 – Aug. 2014**

Collaborated with lead designers to design and assemble print materials and mock-ups for client proposals

*direct mail, event tickets, invitations, museum displays, publications*

## Metro Productions Highlights

Managed a high-output creative pipeline for a diverse portfolio of 300+ clients, balancing rapid-turnaround production with long-term brand consistency.

### Production Statistics

- Average of **550** projects annually
- **260** projects average annual project yield improvement compared to yearly averages from 5 years prior to employment
- **300+** clients and brands
- **175+** publications
- **300+** mailings
- **230+** displays and posters
- **200+** invitations
- **75+** videos
- **60+** websites

## Operational Integrity

### AI Philosophy:

I view AI as a powerful tool for broadening my world-view. I use it most for helping me see perspectives my team might miss and rapidly prototyping ideas to see what sticks. But I'm also a firm believer in "human-first" design and strategy. Especially in environments where privacy is non-negotiable, you can't just outsource creativity to an algorithm. AI is great for iteration, but it lacks the intuition and authenticity required to tell a brand's true story. I see my role as the strategic compass: using AI for exploration, but keeping the final output pointed toward real human connection and integrity.

### Collaboration & Endorsement

When asked about the experience of working with me, clients and co-workers consistently highlight these qualities:

*strategic minded, creative, versatile, detail-oriented, time-efficient, highly-communicative, caring and personable, exceeds expectations*

"Victoria deserves a doctorate in brand enhancement and protectionism. She unfailingly elevates the mission of the organization and the vision of the brand to the forefront of all team-wide decisions. ... Victoria is an indispensable collaborator who lends her expertise, excellence and energy to every corner of the team. ... Victoria is an extraordinary creator, a tireless strategist and an invaluable colleague. Any team would be exceptionally lucky to have her brilliance."

**Dylan Howlett** *Durham Academy | Coworker*

## Leadership

### Board of Directors

*Communications Chair*  
Sanderson High  
School Foundation  
**2025 - Present**

## Awards

### Gold Award Jan. 2026 Special Event

InspirEd School Marketers  
Brilliance Awards  
*Cohesive brand strategy and design across all digital and physical touchpoints for institutional brand rollout.*

### Bronze Award Jan. 2026 Magazine Writing

InspirEd School Marketers  
Brilliance Awards  
*Partnered with the content writer to initiate strategic narrative and editorial shift, directing the storytelling that resulted in this recognition.*

### Silver Award Jan. 2025 Magazine Cover Design

InspirEd School Marketers  
Brilliance Awards  
*Synthesized a complex academic shift into a "forward-thinking" visual metaphor.*

### Winning Design Apr. 2014 Logo Design Competition

Toof-inger Brush

### Gold Award Mar. 2014 People's Choice Award

RBMA Quest  
Marketing Awards

### Best in Show Spring 2014 Graphic Design

Campbell University  
Student Exhibition

## Education

### BA in Graphic Design

*Magna Cum Laude*  
Campbell University

### BA in Studio Art

*Magna Cum Laude*  
Campbell University