

VICTORIA PRICE

SENIOR CREATIVE & BRAND STRATEGIST

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- Over 15 Years of Progressive Experience
- Brand and Creative Strategist
- Brand Strategy and Implementation
- B2B & B2C Marketing Environments
- Creative Lead from Concept to Completion
- Project Management
- Adobe Creative Cloud
- Graphic Design for Print, Digital, Web, Video, and Email

Professional Experience & Skills

Durham Academy | Durham, NC

Assistant Director of Marketing & Communications – Brand and Creative Strategy | Mar. 2026 – present

- Standardize institutional brand governance as the primary authority overseeing **200+ stakeholders**, implementing systems and frameworks that ensure visual consistency across cross-functional departments.
[Brand Governance, Stakeholder Management, Cross-functional Leadership, Change Management](#)
- Provide strategic creative leadership and direction **across 11 departments** for institutional campaigns, ensuring all marketing collateral align with high-level enrollment and philanthropic objectives.
[Creative Strategy, Market Positioning](#)
- Cultivate high-level external vendor 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 | 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, Brand Implementation](#)
- Executed end-to-end creative design and development for all digital and print platforms as the sole designer, delivered tailored visual solutions by adapting tone and design for internal stakeholders and high-impact institutional publications.
[Graphic Design, Brand Implementation, Adobe Creative Cloud, Project Management and Workflow](#)
- 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 Design, User Experience Design \(UX\), User Interface Design \(UI\), Responsive Design](#)

Key Achievements – Durham Academy

Award-winning Institutional Rebrand Rollout

Orchestrated the creative implementation of the full institutional rebrand, directed the design and execution of **300+ unique projects** spanning digital, print, merchandise, and environmental graphics within a twelve-month window. Demonstrated strong leadership and creative vision while maintaining high performance across ongoing responsibilities and daily department needs.

- 2026 InspirEd School Marketers Brilliance Awards - Special Event Category

Award-winning Annual Magazine Redesign & Editorial Shift

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

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

Web and Graphic Designer | June 2014 – Mar. 2023

- Conceptualized and produced print collateral, following brand standards, to promote clients and increase response rate from their donors and clients.
Graphic Design, Brand Implementation, Adobe Creative Cloud (InDesign, Illustrator, Photoshop)
- Coordinated with clients to construct and maintain effective and consistent web presences to strengthen communication with target audiences.
Website Design, User Experience Design (UX), User Interface Design (UI), Responsive Design
- Formulated and developed videos to promote client initiatives.
Storytelling

Design Intern | June 2013 – Aug. 2013

- Collaborated with lead designers to design and assemble print materials and mock-ups for client proposals.
Graphic Design, Concept Generation and Execution, Brand Consistency

Key Achievements – Metro Productions

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

These metrics represent foundational experience completed prior to the universal integration of AI and are included here to underscore dedication, design and marketing expertise, time and project management as well as leadership.

Awards & Recognitions

Gold Award in Special Event | InspirEd School Marketers Brilliance Awards | Jan. 2026

Established cohesive brand strategy and design across all digital and physical touch points for institutional brand rollout.

Bronze Award in Magazine Writing | InspirEd School Marketers Brilliance Awards | Jan. 2026

Encouraged and coached content writer to initiate strategic narrative and editorial shift for more engaging storytelling.

Silver Award in Magazine Cover Design | InspirEd School Marketers Brilliance Awards | Jan. 2025

Synthesized a complex academic shift into a forward-thinking visual metaphor.

Winning Design | Toof-inger Brush Logo Design Competition | Apr. 2014

Gold Award in People's Choice Award | RBMA Quest Marketing Awards | Mar. 2014

Best in Show | Campbell University Student Graphic Design Exhibition | Spring 2014

Professional References

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

"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. She 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 & Education

Board of Directors, Communications Chair | Sanderson High School Foundation | 2025 - Present

Bachelor of Arts in Graphic Design | Campbell University | Magna Cum Laude | 2010- 2014