VICTORIA PRICE

SENIOR BRAND STRATEGY & CREATIVE LEAD

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Strategic creative leader with 13+ years of experience driving brand transformation, marketing communications, and cross-functional initiatives. Skilled in organizational brand governance, creative direction, stakeholder engagement, and translating business objectives into cohesive brand experiences.

Brand Strategy | Creative Leadership | Marketing Communications | Strategic Planning | Visual Identity | UX/UI Design

Professional Experience & Skills

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

- Standardize institutional brand governance as the primary authority overseeing **200+ stakeholders**, implementing systems and frameworks that ensure visual consistency across cross-functional departments.
  Competencies: 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.
  Competencies: 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.
  Competencies: Vendor Management, Quality Assurance, Strategic Partnership

Creative Services Manager | Mar. 2023 – Mar. 2026
Durham Academy | Durham, NC

- 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.
  Competencies: 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.
  Competencies: 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.
  Competencies: Website Design, User Experience Design (UX), User Interface Design (UI), Responsive Design

Web and Graphic Designer | June 2014 – Mar. 2023
Metro Productions | Raleigh, NC

- Conceptualized and produced print collateral, following brand standards, to promote clients and increase response rate from their donors and clients.
  Competencies: 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.
  Competencies: Website Design, User Experience Design (UX), User Interface Design (UI), Responsive Design
- Formulated and developed videos to promote client initiatives.
  Competencies: Storytelling

Design Intern | June 2013 — Aug. 2013
Metro Productions | Raleigh, NC

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

Selected Strategic Achievements

Award-Winning Institutional Brand Transformation | Durham Academy

- Led **creative implementation of a comprehensive institutional rebrand**, delivering design and strategy for implementation across digital, print, merchandise, and environmental channels.
- Contributed creative strategy and marketing communication supporting the most successful Annual Fund campaign in institutional history, **resulting in $3.8 million of gifts** from donors reaching financial targets 3 months faster than prior years.
- School Store generated **$4,750 in retail merchandise sales in a single day**.
- Scaled Homecoming community turnout to **~1,000 attendees**, maxing out parking capacity and overflowing double-capacity stadium bleachers.

Award-Winning Editorial Strategy | Durham Academy

- Directed the strategic creative overhaul of the annual magazine, transforming a traditional institutional report into an engaging, community-centered publication, focusing on human-centered storytelling and captivating visual design.
- Recognized with 2025 and 2026 InspirEd School Marketers Brilliance Awards.

High-Volume, Fast Paced Creative Operations | Metro Productions

- Managed a creative pipeline supporting a diverse portfolio of **300+ clients**, providing an average of **550 projects annually**.
- **175+** publications | **300+** mailings | **230+** displays and posters | **200+** invitations | **75+** marketing videos | **60+** websites

Presentations & Thought Leadership

Co-Presenter - *Symbols, Strategy, and School Spirit: Durham Academy's Rebrand* | 2026 SAIS Annual Conference | **Oct. 2026**
Breakout session examining the strategic framework of executing a comprehensive, multi-channel rebrand from concept to institutional rollout to a standing-room-only audience of institutional leaders.

Awards & Recognitions

Best of District III Award in Branding (Institution) | CASE Awards | **Nov. 2026**
Orchestrated the comprehensive approach to successfully implement a branding initiative for an entire institution.

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.

Governance & 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**

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

"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."

Dylan Howlett Durham Academy | Coworker