



MEGAN BOLSTER HESSEL

• CREATIVE DIRECTOR • DESIGNER • BRAND DEVELOPER •



Phone

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Email

meganbhessel@gmail.com

Location

New Jersey

Portfolio

hesselhauscreative.com

Linkedin

[MeganBolsterHessel](#)

Education

Bachelor of Fine Arts

RUTGERS UNIVERSITY

Mason Gross School of the Arts

New Brunswick, NJ

EXECUTIVE SUMMARY

Creative leader with deep expertise in building brands, shaping award-winning campaigns, and leading cross-functional teams to deliver innovative, business-driving creative. Skilled at blending strategy and storytelling with emerging technologies, including AI, to push creative boundaries and deliver measurable results.

CAREER HIGHLIGHTS

Pioneered the NKBA's first national TV campaign and DIY Download, achieving 366,000 views in a single 24-hour run.

Designed and produced sets, trade booths, and events for the 2018–19 Kitchen & Bath Industry Show, drawing 80,000 attendees and marking the most successful trade expo in NKBA's 55-year history.

Developed and launched a comprehensive marketing program with HGTV's Kitchen Cousins, including a podcast and digital video series, strengthening brand visibility across platforms.

Conceptualized and directed a Capezio online commercial that generated 100,000+ views in 3 days, becoming the brand's most-watched video to date.

Collaborated on the creation of Under Armour's iconic Protect This House campaign, producing 3 commercials—including the brand's first-ever Super Bowl ad and NFL tie-in—which earned an ADDY Award.

Co-developed Under Armour's Click-Clack® campaign in 2006, launching the brand into the footwear market with its first football cleats, capturing 23% market share in year one and contributing to revenue growth past \$1 billion, nearly quadrupling earnings over five years.

EXPERIENCE

2022 - Current **Head of Creative** | Green Room Communications | **healthcare** | Remote/Parsippany, NJ

Led the agency's creative vision across all client projects, including communications, motion, digital, events, and media.

Provided strategic leadership to internal teams, consultants, and cross-functional partners, fostering collaboration and high-quality output.

Oversaw creative production and operational efficiency, consistently delivering measurable results for clients while driving agency profitability.

Championed new business initiatives and creative strategies, contributing to agency growth and long-term client success.

Leveraged emerging AI tools to streamline workflows, inspire innovative concepts, and deliver trend-forward creative that enhances efficiency and impact.

Developed processes and workflows to improve efficiency, meet deadlines, and ensure the agency stayed ahead of industry trends.

2017 - 2022 **Creative Services Manager & Video Lead** | NKBA | **kitchen & bath** | Hackettstown, NJ

Directed creative output for NKBA and its affiliates from concept through production, including large-scale events (80,000 attendees) and award shows (1,000+ attendees).

Collaborated with executive leadership on project kickoffs, ensuring alignment on vision, goals, and timelines.

Led an 8-person creative team, providing guidance, workflow management, and brainstorming sessions to drive innovative solutions.

Developed and executed campaigns that increased brand engagement and maximized ROI across events, communications, and marketing initiatives.

Designed, produced, and edited all association videos for external communications and event activations.



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EXPERIENCE (continued)

2015 - 2017 **Creative Director** | Capezio | fashion | Totowa, NJ

Defined and executed the brand vision across product launches, marketing campaigns, and creative initiatives, ensuring cohesive identity and messaging.

Partnered with the Marketing Director to develop brand strategy, look, and feel across all campaigns and touchpoints.

Led collaborations with other labels to align projects with the brand's aesthetic and market positioning.

Designed and directed photo and video commercial shoots, catalogs, website redesigns, and product campaigns.

Analyzed brand tracking, market trends, consumer insights, and competitor activity to inform creative strategies and drive impactful, results-oriented campaigns.

2004 - 2015 **Senior Graphic Designer** | Under Armour | fashion/sports | Baltimore, MD

Joined Under Armour as the second female designer on the brand team, creating visual concepts across print, retail, video, and events.

Collaborated closely with apparel and digital teams to shape and maintain the brand's visual identity.

Promoted to Art Director, overseeing design direction, guiding team members, and managing the development of artwork, layouts, and creative assets.

SKILLS & EXPERTIZE

Core Creative Leadership

- Creative Direction & Vision Setting
- Brand Strategy & Development
- Campaign Concepting & Storytelling
- Art Direction & Design Oversight
- Multi-Channel Marketing (Print, Digital, Social, Experiential)
- Integrated Campaign Development

Strategic & Business Expertise

- Market & Trend Analysis
- Consumer Insights-Driven Design
- Cross-Functional Collaboration (Marketing, Product, PR)
- Vendor & Agency Management
- Budget Oversight & Resource Allocation
- Presentation & Executive Communication

Innovation & Technology

- AI-Enhanced Creative Development
- Emerging Media & Digital Platforms
- Motion Graphics & Video Content Strategy
- UX/UI Awareness & Digital Experience Design
- Data-Informed Creative Optimization

Leadership & Team Development

- Creative Team Leadership & Mentorship
- Workflow Optimization & Process Design
- Stakeholder Engagement & Alignment
- Talent Recruitment & Development
- Inspiring and Leading High-Performance Teams

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