

Constance Eisele

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SUMMARY

Art direction, not attitude. Design, not drama. I think strategically, concept big ideas and craft the story visually. I give my all to every project – the big, sexy opportunities and the big, ugly challenges alike.

EXPERIENCE

Tilt Creative & Production | Content Lead/Senior Art Director | 2018 – present

Developing a range of content – social, in-store, internal – for clients including Capital One, Walmart and Audi.

Capital One Content Lead, working with clients and overseeing a team of internal and freelance creatives.

The Martin Agency/S2 Content | Senior Art Director | 2008 – 2018

Helped build and launch Walmart's Smart Network, which became the nation's largest in-store digital network.

Created 10-second to two-minute content videos for national clients, delivering measurable lift in sales.

Worked with hundreds of national clients on strategy and content, and on set.

Grits on the Side Freelance Creative | Art Director/Co-Owner | 2002 – 2010

Agencies: The Martin Agency, Barber Martin Agency, Gain Response Marketing, SB&A, Beatley Gravitt, Bertolino Group

Accounts: Geico, Citizens Bank, Chase, Genworth, The Virginia Lottery, Comcast, Walmart, Mead Westvaco, Sage/Abra

The Martin Agency | Art Director | 1998 – 2002

Accounts: Saab, UPS, Seiko, Alltel, Kellogg's, Marriott, FMC

EDUCATION

VCU Brandcenter

Master of Science in Mass Communications

Virginia Commonwealth University

Bachelor of Science in Mass Communications/Advertising, summa cum laude

CONTINUING EDUCATION

IDEO U: Insights for Innovation | Course on gathering human-centered insights that fuel innovation

Imparture: Social Media Marketing Immersive

EDUCATING

Adjunct Professor | VCU Communications Art & Design

Art Direction

Adjunct Professor | VCU School of Mass Communications

Portfolio Development, Creativity for Television

RECOGNITION

John Caples International Award | First place for lease retention program for Saab

John Caples International Award | First place for business-to-business hurdle initiative for UPS

Design of the Times | S2 Content award for in-store advertising

Bronze Telly Winner | Online Video Commercial for Walmart