

ALYSON SARTORIUS

CREATIVE DIRECTOR + DESIGNER



CONTACT

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ABOUT

Alyson Sartorius is currently a Creative Director and a U of H Alumuni. She has a specialized skillset as it relates to the restaurant and hospitality sector with over 15 years of experience at nearly every level of the service industry. The bulk of her experience is focused on branding, interior conceptualization, and strategic marketing design ranging from boutique sized businesses, up to and including large, established brands. With her years of experience in both in-house and agency environments, Alyson brings the perspective of both worlds to her work. She is proficient at connecting to and understanding a brand at its core, as well as staying organized and focused under the tightest of timelines. Her compulsion to seek out the nuance and more subtle goals of every project, as well as her attention to detail, and commitment to the highest quality of her deliverables, has contributed to a legacy of exceptional creativity and high achievement.

SKILLS

- Management & Leadership
- Creative & Art Direction
- Project Management
- Marketing & Brand Strategy
- Brand Identity & Positioning
- Concept & Interior Development
- Print & Digital Collateral Design
- Social Media Marketing
- Adobe Creative Suite
- Typography & Typesetting
- Microsoft Office
- Strong Communication
- Problem Solving
- Creative Collaboration

EXPERIENCE

CONTRACT & FREELANCE DESIGNER

February 2024 - Present

Digital and marketing collateral design, branding identity development, packaging design, and more for various freelance and contracted clients, including Apache Corporation, Woody's Brands, Fourteen Foods, Fairmont Management Company, and a variety others across industries.

CREATIVE DIRECTOR

Public Content | February 2023 - February 2024

Public Content is a public relations, media & communications Powerhouse. A think tank-style incubator with the singular mission to build brand awareness through a healthy mix of media relations, both traditional and social, big picture consultation, community outreach, and content creation. Clients were at the local, national, and global level, and covered a diverse industry base from medical aesthetics or construction to wineries and area chambers of commerce. Responsibilities included developing and implementing processes and project management systems to work interdepartmentally, functioning seamlessly between PR, Social Media, and Marketing, providing all creative direction, as well as leading all full-time, in-house and all contracted and freelance creatives.

CREATIVE DIRECTOR

SPB Hospitality | July 2021 - July 2022

SPB Hospitality is the operator and franchisor of multiple restaurants. It's portfolio of brands includes Logan's Roadhouse, J. Alexander's, Old Chicago Pizza & Taproom, and a collection of restaurant-breweries, including Rock Bottom Restaurant & Brewery.

Responsibilities included working directly with the marketing department, giving overall creative direction on all materials, as well as overseeing multiple in-house and all freelance designers' or contractors' workflow to meet all necessary deadlines.

SENIOR DESIGNER > CREATIVE DIRECTOR

Norton Creative | April 2014 - July 2021

As a multidisciplinary creative agency with decades of experience working with restaurant and hospitality clients big and small, Norton Creative are experts at identifying white space for beloved food and beverage brands. Rooted in strategy and guided by close collaboration with the brands they serve, they operate as an extension of their clients' marketing teams to develop savvy, growth-driving creative across all things branding, identity, campaign, menu, website, social media, and beyond.

GRAPHIC DESIGNER

Ignite Restaurant Group | June 2013 - April 2014

GRAPHIC DESIGNER

HUSA Management Inc. | August 2009 - June 2013

EDUCATION

UNIVERSITY OF HOUSTON

BA, Graphic Communication
Class of 2011