

# Desiree A. Henry

EXECUTIVE MARKETING & CREATIVE LEADER

1-469-586-8097 | desireeanastasiahenry@outlook.com | Chicagoland | [LinkedIn](#) | [Website](#)

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## PROFESSIONAL OVERVIEW

Global creative and marketing operations leader with 15+ years driving brand transformation, GTM strategy, and integrated campaigns across digital, web, social, packaging, print, and video. Builds high-performing creative teams, optimizes workflows, and translates complex technical concepts into compelling commercial narratives. Known for elevating creative output, bringing clarity to ambiguity, and architecting scalable systems that accelerate growth across global markets. Open to travel and relocation.

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## WORK EXPERIENCE

**Asahi Kasei Bioprocess** | Glenview, IL

April 2022 – December 2025

*Creative Services Director*

Executive creative and brand leader for a global biopharmaceutical equipment business spanning the Americas, Europe, and Asia. Oversaw creative operations, GTM strategy, digital modernization, and brand consistency across all markets. Managed a multimillion-dollar marketing budget and a multidisciplinary team.

- Architected and launched a full visual rebrand for the Fluid Management Business Unit, unifying product identity, digital presence, and messaging to strengthen global market positioning.
- Led GTM creative strategy for flagship technologies, creating cohesive visual narratives that supported commercial adoption across GMP manufacturing.
- Transformed fluidmgmt.ak-bio.com into a high-performance digital platform, tripling engagement and accelerating lead generation.
- Built and scaled a global creative organization, operationalizing workflows and capacity planning to improve delivery speed and reduce rework by an estimated 20%.
- Managed a consolidated global vendor ecosystem across design, development, SEO, AEO, GEO, advertising, and content to improve cost efficiency and execution consistency.
- Developed KPI dashboards and campaign reporting structures using Salesforce, Marketing Cloud, Account Engagement, Google Analytics, and Showpad to measure creative impact on pipeline.

*Creative Services Lead*

May 2019 – April 2022

- Directed global creative workflows across digital, print, events, and video, ensuring alignment with strategy.
- Streamlined intake and approval processes with stakeholders, reducing time-to-market for campaign assets.
- Implemented Salesforce and Account Engagement workflows that improved campaign performance and operational efficiency across the organization for account-based marketing initiatives.

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## WORK EXPERIENCE CONTINUED

**Desiree Anastasia Creative | Chicagoland** January 2013 – present

***Consultant and Creative Marketing Director***

- Led the full packaging rebrand for the Bkids product line (2017–2018), managing timelines, deliverables, and cross-functional approvals.
- Directed creative development for 18+ SKUs and exclusive retailer programs, ensuring on-time delivery for seasonal resets.
- Managed budgets, schedules, and production workflows for packaging, retail displays, social campaigns, and long-form content.
- Coordinated vendors, agencies, and internal teams to deliver integrated campaigns across video, social, and retail measuring campaign results.
- Provided UX design and digital assets for US and international markets; clients included Hasbro, Itsy Ritzy, Fanny May, and Blue Box Toys.

**Learning Resources | Vernon Hills** March 2015 – July 2017

***Senior Designer***

- Managed 50+ packaging redesigns, coordinating with marketing, QA, and external partners.
- Directed photoshoots, managed asset production, and ensured alignment across digital, print, and retail channels.
- Built vendor relationships in China/Taipei to improve production timelines and reduce costs.

**Creative Circle — Creative Director (2014–2015)**

**Claire's & Icing — Strategic Brand Director (2013–2014)**

**Ivie & Associates — Art Director (2009–2013)**

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## EDUCATION

**University of North Texas — Mayborn School of Journalism**

BA, Journalism | Minor: Business Marketing

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## SKILLS & EXPERTISE

**Leadership & Strategy:** Creative Operations, GTM Strategy, Campaign Management

**Systems & Optimization:** Workflow Design, Capacity Planning, KPI Development

**Cross-Functional Collaboration:** Product, Sales, Engineering, Executive Alignment

**Platforms:** SaaS, Salesforce, Marketing Cloud, Account Engagement, Google Analytics, Power BI

**Creative Tools:** Adobe CC, Figma, AI Tools, Monday.com, Asana, ClickUp