



DARCY DOYLE

I'm a Creative Director who develops campaigns across web, social, in-store, and paid media. I mentor collaborative teams, direct photo and video shoots, and shape storytelling for brands that blend strategy with emotion. I work fluently in Adobe Creative Suite and use AI-driven tools to keep concepting and production efficient. I love the work and put real care into creating a supportive, fun environment.

ASSOCIATE CREATIVE DIRECTOR

Sierra TJX, Framingham, Massachusetts 2018–2025

- Directed design team for multi-channel campaigns spanning email, web, social, and paid media.
- Produced and directed lifestyle and still photo shoots for seasonal campaigns
- Strengthened creative team with a focused mentorship program
- Worked with data team to ensure all creative was business driving
- Created brand guidelines to ensure brand consistency across channels
- Worked with retail design team to test and create an engaging shopping experience for consumers
 - Tested new signage such as light boxes
 - Worked with production to find the most eco-friendly options for disposable signage
 - Created a fun and relaxing associate lounge

CREATIVE DIRECTOR/SVP

Hoffman and Partners Advertising (formerly Gearon Hoffman), Boston 2008–2018

- Oversaw strategy, design, and production of print, television and digital campaigns
- Directed creative execution and shaped brand messaging for a wide range of clients such as Prudential, Museum of Science and Boston Interiors
- Produced and directed photo shoots and television spots
- Produced and designed retail catalogs, environments and delivery truck wraps
- Met with clients on a weekly basis to gauge satisfaction and keep projects on track

SENIOR ART DIRECTOR

House Beautiful Magazine, New York 2004–2006

- Designed editorial layouts on a monthly cadence
- Evolved the magazine's visual identity while honoring legacy brand standards
- Produced and directed interior and lifestyle photo shoots monthly

ART DIRECTOR

CMJ Music Network, New York 2002–2004

- Led design and production for a monthly music magazine spotlighting emerging artists
- Created advertising and marketing collateral across print and digital platforms

ART DIRECTOR

Food & Wine Magazine, New York 2000–2002

- Directed food and lifestyle photo shoots, creating editorial imagery that elevated reader engagement
- Oversaw design team to maintain a distinctive visual identity across multiple issues annually
- Worked with editors to ensure design and content paired well

SENIOR ART DIRECTOR

Sony Style Magazine, New York 1998–2000

- Designed a custom lifestyle magazine to showcase Sony's entertainment and technology divisions
- Engaged regularly with Sony's corporate team to make sure there was synergy between art and technology

EDUCATION School of Visual Arts, New York City - BFA in Advertising and Editorial Design

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DARCY DOYLE

REFERENCES

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