

darcy doyle

EDUCATION

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

LEADERSHIP SKILLS

Strategic Brand
Development
Paid Media Campaigns
Cross-Functional Team
Leadership
Campaign Leadership
Creative Production
Management
Mentorship & Talent
Development

CREATIVE TOOLS

Adobe Creative Suite:
InDesign
Illustrator
Photoshop
Adobe Express
Firefly
Canva
Figma
MS Office Suite

WORKFLOW TOOLS

WorkFront
Monday
Slack
Teams

CONTACT

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917-232-4661
www.darcydoyle.com

 *check out my work*

I'm a creative director with experience leading campaigns across web, social, in-store, and paid media. I build and mentor collaborative teams, direct photo and video shoots, and shape brand storytelling that connects strategy with emotion. I balance big-picture vision with hands-on craft, delivering work that inspires and drives results.

ASSOCIATE CREATIVE DIRECTOR

Sierra TJX, Framingham, Massachusetts 2018–2025

- Directed design team for multi-channel campaigns spanning email, web, social, and paid media.
- Led high-volume branded photo shoots and seasonal storytelling campaigns that energized brand presence.
- Strengthened brand identity through cohesive creative direction across national retail marketing efforts.

SVP/CREATIVE DIRECTOR

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

- Oversaw strategy, design, and production across diverse formats including print, TV, billboards, digital, and catalogs.
- Directed creative execution and shaped brand messaging for a wide range of clients such as Prudential, Museum of Science and Boston Interiors.
- Built client trust through consistent delivery of campaigns across industries and platforms.

SENIOR ART DIRECTOR

House Beautiful Magazine, New York 2004–2006

- Designed editorial layouts and art-directed photo shoots for interiors and lifestyle features.
- Partnered with Creative Director to evolve the magazine's visual identity while honoring legacy brand standards.

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.

SENIOR ART DIRECTOR

Sony Style Magazine, New York 1998–2000

- Co-created lifestyle magazine for Sony and led its successful launch into the consumer market.
- Oversaw design, photo direction, and production from concept through final execution, ensuring on-time delivery of every issue.

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REFERENCES

Faith Diver

Sierra / TJX

Former Creative Director

917-225-3468

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Sierra / TJX

Associate Creative Director - Copy

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Sierra / TJX

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TJX

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