

THURLOW design

mia thurlow
art director

professional overview

Strategic Art Director with extensive agency and in-house experience leading integrated advertising campaigns and brand development initiatives across digital, broadcast, and print platforms. Recognized for translating complex business objectives into compelling visual narratives that elevate brand presence and drive engagement. Trusted creative partner to executive leadership, known for collaborative leadership, strong presentation skills, and delivering high-impact work in deadline-driven environments.

- Creative Direction & Concept Development
- Integrated Campaign Strategy
- Brand Identity & Visual Systems
- Client & Executive Presentation
- Cross-Functional Team Leadership
- Vendor & Production Oversight

education

Rochester Institute of
Technology

Rochester, NY

BFA // Medical Illustration

6 Cherry Hill Street, West Newbury, MA

978.476.6669 // miathurlow@thurlowdesign.com // thurlowdesign.com

EXPERIENCE

art director

2020 – 2026

Stackpole-PPG, Newburyport, MA

Led creative development for branding and integrated marketing initiatives for community banks and credit unions, guiding projects from strategic concept through execution.

- Directed brand identity development and re-branding initiatives for financial institutions
- Led collaborative workshops to define brand positioning, messaging, and visual systems
- Partnered with copywriters, strategists, and account leadership to develop cohesive campaign platforms
- Presented creative concepts to clients and executive stakeholders, securing alignment and approvals
- Delivered integrated campaigns across digital, print, and environmental channels
- Contributed to new business efforts, including pitch development and brand strategy presentations
- Maintained high creative standards in a fast-paced agency environment during organizational transition

art director

2008 – 2020

McDougall + Duval Advertising, Newburyport, MA

Led creative development for integrated advertising campaigns across broadcast, digital, print, and direct marketing channels.

- Directed visual strategy for award-winning TV commercials and multi-channel campaigns
- Partnered with copywriters, strategists, and account teams to develop cohesive campaign platforms
- Presented and defended creative concepts to clients and executive stakeholders
- Contributed to new business pitches and client growth initiatives
- Oversaw production across broadcast, print, and digital vendors
- Maintained high creative standards while managing tight timelines and budgets

art director // traffic manager

2007 – 2008

Be Fine Food Skin Care, Newton, MA

Led creative direction for emerging luxury skincare brand during growth phase.

- Developed packaging systems, brand collateral, and visual identity standards
- Directed website and early-stage social media creative strategy
- Managed creative workflow and vendor relationships
- Collaborate with PR and external design firms to elevate high-end brand positioning

graphic designer // illustrator

2003 – 2007

Avid Technology, Tewksbury, MA

Contributed to global marketing campaigns for leading digital media technology company.

- Developed advertising, packaging, and integrated marketing materials for domestic and international markets
- Partnered with product managers to translate technical messaging into compelling visual narratives
- Collaborated with internal web and video teams on product launches

creative manager

1999 – 2003

Blue Cross and Blue Shield of Massachusetts, Boston, MA

Managed in-house creative department supporting multi-million-dollar healthcare organization.

- Led team producing enterprise-wide marketing and communications materials
- Directed brand consistency across internal and external channels
- Partnered with external agencies on broadcast, radio, and integrated campaigns
- Collaborated with executive leadership and marketing directors on strategic initiatives