

-  Let's talk
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Creative Director and design leader known for bringing clarity, structure, and momentum to complex organizations. I lead creative teams, shape brand direction, and build systems that allow creative work to perform at scale—aligning design with business goals to deliver meaningful results.

While my focus is leadership and direction, I remain hands-on when needed—stepping in to refine, problem-solve, or support delivery during high-impact moments.

CORE EXPERTISE

Creative Direction & Brand Stewardship

Setting creative vision, maintaining consistency, and guiding work across platforms and teams.

Creative Leadership & Team Development

Leading, mentoring, and supporting creative teams to deliver strong, consistent work.

Creative Operations & Workflow Design

Building systems, processes, and timelines that allow creative work to scale.

Creative Strategy & Concept Development

Translating business goals into clear creative direction and strong ideas.

Project & Account Management

Managing priorities, timelines, budgets, and resources. (Asana)

Cross-Functional & Executive Collaboration

Partnering with leadership, marketing, content, and development teams.

Vendor & Production Management

Overseeing external partners, print, and production to ensure quality and efficiency.

LEADERSHIP APPROACH

Leads with clarity, context, and trust

Strategic, systems-oriented thinker

Clear, thoughtful communicator and active listener

Execution-focused with high standards

Proactive problem solver

Strong in concept development and ideation

HANDS-ON CAPABILITIES

Adobe Creative Suite

WordPress (Front End)

Canva

AI Tools (Firefly, Leonardo.ai, ChatGPT, Envato, Gemini, Lumen5)

CAROLYN EYLER

CREATIVE VISION, DIRECTION & LEADERSHIP

EXPERIENCE

SENIOR DIRECTOR OF CREATIVE

RAGAN COMMUNICATIONS

2022-PRESENT

Own creative direction and brand stewardship across a multi-brand portfolio spanning web, print, events, awards, and digital marketing. Partner directly with executive leadership to define creative strategy and align creative output with business priorities. Lead creative operations, workflows, and prioritization across cross-functional teams, driving consistency, efficiency, and on-time delivery at scale.

Manage a lean, high-performing team of two designers alongside a network of freelancers in a fast-paced, high-volume environment. In addition to leading the function, I remain deeply hands-on—designing, refining, and problem-solving across high-visibility initiatives while simultaneously managing teams, timelines, and complex deliverables. Known for exceptional multitasking and operational rigor, I consistently operate beyond the traditional scope of the role, enabling the team to accomplish a significant volume of work while continually elevating the Ragan brand.

CREATIVE DIRECTOR/ACCOUNT & PROJECT LEAD

SFA MARKETING

2010-2014 / 2017/2022

Planned and developed schedules, streamlined workflows, provided leadership, art directed, designed, and managed all workflow elements related to print and digital marketing collateral campaigns while delivering superior client support. Engaged in every aspect of projects, including client meetings, scheduling, brainstorming, strategy, design, execution, and final delivery. Maintained strict adherence to deadlines and budgets while presenting layouts and collaborating directly with clients to achieve their marketing needs and goals. Oversaw and provided leadership to the creative and web team, working closely with Partners and the Business Development Director to devise new strategies and attract new clients. Managed freelancers and vendors to ensure project success.

ART DIRECTOR/DIGITAL & WEB MANAGER

CENTRIX DENTAL

2016/2017

Directed print and digital design, branding, and social media strategies for a \$22M dental manufacturer. Led creative ideation and execution across digital marketing channels, collaborating with the VP of Marketing and other key stakeholders to align strategies and ensure impactful campaigns. Streamlined operations by maintaining workflow calendars and managing a fast-paced department to deliver results on tight timelines.

SENIOR ART DIRECTOR

ZAG INTERACTIVE

2014/2016

Led the creative development of digital marketing initiatives for a fast-paced digital agency, delivering websites, email campaigns, digital advertising, social content, landing pages, and mobile experiences. Partnered closely with developers, marketers, and copywriters to translate strategy into cohesive, high-quality executions across platforms. Contributed to creative direction, concept development, and client presentations while managing multiple projects simultaneously in a deadline-driven environment.

CREATIVE DIRECTOR

RED 7 MEDIA (NOW ACCESS INTELLIGENCE)

2004/2010

Led a dynamic 4-person creative services and production team for Inc. magazine's fastest-growing publishing company in the U.S. (2005-2006). Thrived in a high-energy entrepreneurial environment, managing all creative outputs across a diverse range of platforms, including magazines, websites, marketing campaigns, events, trade shows, and book publications. Ensured the delivery of innovative and impactful creative solutions that aligned with the company's rapid growth and ambitious goals.

EDUCATION

SOUTHERN CONNECTICUT STATE UNIVERSITY

Bachelor of Science in Studio Art. Specialization in Graphic Design.
Minor in Spanish (Fluent).

RECOGNITIONS

RAINMAKER AWARD - Ragan Communications

ADVERTISING EXCELLENCE, DENTAL PRODUCT SHOPPER: NoCord VPS

WEBAWARD BANK STANDARD OF EXCELLENCE: Investors Bank

AMERICAN GRAPHIC DESIGN AWARD WINNER

AMERICAN IN-HOUSE DESIGN AWARD WINNER

THE COMMUNICATOR AWARD WINNER

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