

KAYLA SILBER

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EXPERIENCE

UBM ADVANSTAR // creative director **11/09 – Present**

- » Manage the LA creative team and direct the workflow of a team of up to 6 designers and copywriters in a fast-paced, deadline-oriented environment comprised of over 700 employees around the world.
- » Responsible for developing creative campaigns for 12 unique fashion properties every 6 months. Create all web, marketing and print collateral for the bi-annual MAGIC and PROJECT fashion tradeshows (70,000+ attendees in Las Vegas including ads, direct mail, responsive emails, saleskits, onesheets, show directories, digital ads and large-format signage. (Latest MAGIC campaign increased overall event attendance by 29%, with a 450% increase in new buyers.)
- » Design logos, corporate presentations and collateral material for other segments of UBM Advanstar business including healthcare, powersports and licensing.
- » Art-direct all web assets for magiconline.com.

GREY HEALTHCARE GROUP // senior art director **5/06 – 1/08**

- » Art directed all marketing materials for LEXAPRO®, the most widely prescribed antidepressant on the market.
- » Designed concepts and layouts for new business pitches and presented creative to clients.
- » Oversaw projects from pre- through post-production, and coordinated with illustrators, photographers and freelancers.

JUICE PHARMA ADVERTISING // art director **3/05 – 5/06**

- » Worked closely with team members to develop international brand identity and marketing strategy for Gardasil®, the Merck cervical cancer vaccine launched in 2006.
- » Co-directed photoshoot involving girls aged 10–24 for use in global brand testing.
- » Used flash to create cohesive branding guidelines for new digital sales aids to replace all printed sales aids at Merck.

SAATCHI & SAATCHI HEALTHCARE // associate art director **1/04 – 3/05**

- » Conceptualized and executed logos, brochures, invitations, posters, direct mail pieces, and web templates for medical education companies including Bristol-Myers Squibb and GlaxoSmithKline.
- » Developed flash web advertisements for conferences and symposia.
- » Assisted art director in all phases of execution and production of print work.

EDUCATION

- » University of Maryland, College Park, MD, Summa Cum Laude 2002
- » Bachelor of Arts, Studio Art 3.97/4.0
- » Deans List 8 consecutive semesters, 1998 – 2002
- » Phi Beta Kappa Honor Society, 2002
- » CEA Study Abroad Program (Spain) 01/01 – 05/01

EXPERTISE

Proficient in Adobe Photoshop, Illustrator, InDesign, Lightroom, Dreamweaver, CSS, HTML, Wordpress, Microsoft Office, salsa dancing, chess and yoga

References available upon request