

# Beth Soucie

Art Director // Designer // Problem Solver // Maker of Things

sanssoucie.net  
bethsoucie@gmail.com  
248.895.5158

## Work Experience



### Associate Creative Director - Monks

October 2024 - Present

Creative lead for Buick and GMC accounts. Overseeing the development of social first and digital campaigns. Concepting and building a launch campaign to reveal the new branding for Buick. While implementing AI into workflows and development of unique assets for use across social and digital platforms.



### Associate Creative Director - MMGY

August 2024 - October 2024

Creative lead on the Pure Michigan, Visit Detroit and the Destination Ann Arbor Travel accounts. Overseeing the development of experiential and full 360 campaigns.



### Sr. Art Director - MMGY

July 2022 - August 2024

Lead Art Director working on the Pure Michigan Travel account. Responsible for concepting and creation of fully integrated yearly and seasonal campaigns promoting travel within the state of Michigan. Campaigns span print, tv, digital and social with a national and international reach. Other responsibilities include concepting a brand new campaign direction and redesigning the Pure Michigan brand, freshening the look and feel along with the overall tone of the brand. Creating new branding for destinations and concepts on new business pitches.



### Sr. Art Director - VMLY&R

July 2021 - July 2022

Led content creation projects for Ford's community programs such as Proud to Honor, Bronco Wild Fund, Warriors in Pink, and concepting for onsite activations for Super Bowl and Kentucky Derby.



### Sr. Art Director - MRM//McCann

October 2016 - July 2021

Responsible for organic growth with current clients and winning new business accounts, while leading projects that fully integrate with strategic KPIs and clients' vision. I make this happen for a wide-range of projects, such as product site launches, new business pitches, eCommerce experiences, and the creation of new brands for clients across multiple industries like Coca-Cola, Anheuser-Busch, Abbott, and GM.

## Skills

Art Direction  
Brand Identity  
Color Theory  
Concepting / Ideation  
Rapid Prototyping  
Responsive Design  
Typography  
UI / UX Design  
AI Image/Video Gen

## Software

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe XD  
Figma  
Midjourney  
Runway  
Final Cut Pro  
Keynote  
Sketch  
Principle

## Awards

### ESTO Digital Brilliance

On the Clock in Detroit:  
Sam's Selects

### Adrian Awards

Keep It Fresh  
*Advertising, Brand Campaign*  
**Gold, Best of Category**

Let Fresh Speak Its Truth  
*Digital Video Multiple*  
**Channels Gold**

Sam's Selects  
*Integrated Campaign,*  
*Business to Consumer Silver*

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## Work Experience Continued



### **Sr. Art Director - Campbell Ewald**

October 2014 - October 2016

Led projects from ideation through development for clients such as Harley Davidson, OnStar, Travelocity, the U.S. Navy, Country Inn & Suites, and USAA. Developed strategic groundwork and designed tactics across all mediums including digital, print, social media, branding, OLA, and UI / UX Design. Collaborated and ideated across teams and individually for new business pitches.



### **Art Director / Flash Dev. - Campbell Ewald**

May 2011 - October 2014

Developed brand experiences ranging in complexity from simple animation to responsive website designs, while leveraging new technology for websites and OLM. Main clients included DOW Chemical, DOW Solar, Alltel, UM Hospital, and Cadillac.



### **Graphic Designer / Flash Dev. - Intersect Digital**

May 2009 - May 2011

Design and development of various OLM projects ranging in scope and complexity from websites to rich media banner builds and concepting/storyboarding. Clients included Subaru, Audi, Radioshack, and Columbia.



### **Creative Contributor - Organic Inc**

May 2005 - January 2008

Art directed photoshoot and website for the new product launch of the Dodge Challenger. Created daily digital design projects for Chrysler brands; Dodge, Jeep, Chrysler, and SRX. Take interns thru McDonald's drive thru in Dodge Viper.

## Education

### **Baker College**

Bachelor of Arts

Graphic Communication

Minor in Web Design