

WYNNONA FRANCIS

SENIOR CREATIVE MANAGER

I'm a vision-driven professional whose expertise encompasses all aspects of creative development and graphic design. My passion is leading cross-functional teams and harnessing team strengths to improve companywide performance.

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SKILLS

PROFESSIONAL

- Brand Development
- Creative Launches
- Art Direction and Design
- Project Management
- Budgets
- Sales Support
- Team Development

SKILLS

TECHNICAL

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- KeyNote
- Microsoft Powerpoint
- Microsoft Word
- Microsoft Excel

WORK EXPERIENCE

SENIOR CREATIVE MANAGER

NEWELL BRANDS | 2014 - PRESENT

As Senior Creative Manager at Newell Brands, I oversee design and management for this global consumer and commercial product marketer's brands. I lead design teams, recruit and develop creative talent, conduct creative brainstorming sessions and manage projects. Additionally, I collaborate with brand and channel teams on marketing strategies.

The following are highlights of the value I've brought to Newell Brands:

- Successfully led the creative development of a 20-person team of production specialists and designers for global brands, including Yankee Candle, WoodWick, Graco, Baby Jogger, Century, Sharpie, Mr. Sketch, PaperMate, Rubbermaid, and Calphalon.
- Received Visionary Award for a critical role in leading creative launches for Newell's Home Fragrance Segment and managing teams in Hoboken, NJ, South Deerfield, MA, and Kalamazoo, MI.
- Continued ability to build consensus among executive teams and stakeholders to promote transparency and influence positive change.
- Received Women at Newell mentoring award for sharing my knowledge and experience with others.

CREATIVE DIRECTOR

Wynott ADVERTISING AND DESIGN | 2004 - 2014

Directed all aspects of operations and delivery of innovative products for agency clients. Led creative development teams, created ad campaigns and designed and coordinated tradeshow events. Established project requirements, developed budgets, and set schedules—ensured client satisfaction by working closely with account executives.

- Led cross-functional creative teams, including designers, copywriters, media buyers, and web programmers.
- Successfully delivered product by developing storyboards, creating copy, working with voice talent/actors/models, and overseeing advertising and creative material production, including television spots, training videos, and radio campaigns.

ART DIRECTOR

J&M ADVERTISING | 2001 - 2004

- Led the development of advertising campaigns for photography, print, and online projects.





ART DIRECTOR

VALSPAR | 2000 - 2001

- Conducted training for 80+ sales associates on Guardsman creative brand and led photography, print, and online projects.

W Y N N O N A F R A N C I S

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EDUCATION

COMMUNICATION ART

Central Texas College
Killeen, TX

AWARDS

NEWELL AXIOM AWARD

This award recognizes project teams for creating our best design work. It is the highest recognition given, within the Newell Design Center, for design excellence.

NEWELL DIAMOND AWARD

The Diamond award recognizes a group or individual for taking a project of minor creativity and turning it into something meaningful, beautiful, and exemplary.

NEWELL VISIONARY AWARD

This award is given to the person who most strongly influences the path for their projects, their brands, and their cross-functional teams. They are considered an essential cog in the wheel of design.

WOMEN AT NEWELL MENTOR AWARD

This award is given to the person in the company that bestows knowledge and experience upon anyone they can, elevating enthusiasm, passion, and an overall drive for improvement in individuals.

PROFESSIONAL DEVELOPMENT

Dynamics of Presentation

Design Institute
April – June 2018

Managing Creative Teams

Design Institute
February – May 2019

Leadership – Methodologies & Mastery

Design Institute
April – July 2021