KERI ATCHLEY

CREATIVE STRATEGY DIRECTOR

JACKSONVILLE, FL | 404-822-3834 | KERI@DESIGN-360.COM | KERIATCHLEY.COM

I turn what we know into what we should do next.

Thirty years of finding the real problem, seeing the opportunity others miss, bringing the right people together and staying close enough to the work to make sure the strategy survives execution. I work where business, audience, brand and creative meet, with equal comfort setting direction, challenging a brief, leading a room or fixing the crooked branch nobody else noticed.

What I Bring to the A-Team

STRATEGIC JUDGMENT • BRAND ✦ INTEGRATED STRATEGY • AUDIENCE ✦ COMPETITIVE INSIGHT • POSITIONING ✦ MESSAGING • BIG-IDEA DEVELOPMENT • CREATIVE BRIEFS • DIGITAL ✦ CRM ✦ SOCIAL • CROSS-FUNCTIONAL LEADERSHIP • CLIENT ADVISORY • WORKSHOPS ✦ PRESENTATIONS • PERFORMANCE-INFORMED OPTIMIZATION • MENTORING ✦ STANDARDS

Experience

FOUNDER / EXECUTIVE CREATIVE DIRECTOR **2000 – PRESENT**

DESIGN360, LLC — JACKSONVILLE, FL

Founded and built an independent multidisciplinary creative studio serving national corporations, luxury and lifestyle brands, healthcare organizations, hospitality and real estate companies, nonprofits and entrepreneurial businesses. Operate as both strategic advisor and hands-on creative leader, connecting business objectives, audience needs and brand opportunities to ideas that can be executed across channels.

- Lead end-to-end brand, marketing and creative strategy across identity, websites, digital campaigns, email/CRM, social, editorial, advertising, packaging, environments, events and experiential programs.
- Examine client goals, audiences, competitors, market context and existing brand ecosystems to identify the most important problem to solve, clarify priorities and recommend the strongest path forward.
- Develop brand positioning, messaging direction, campaign platforms, creative territories, strategic frameworks and briefs that translate business objectives into clear direction for creative execution.
- Direct multidisciplinary teams and partners including designers, writers, photographers, developers, marketers, fabricators and production specialists; create alignment without micromanaging execution.
- Partner with clients and creative teams from discovery through delivery, challenging assumptions, reframing assignments and ensuring strategic intent remains intact throughout execution.
- Evaluate concepts through the lens of audience, brand, business objectives and desired response; provide direct, constructive feedback that strengthens both the thinking and the work.
- Create clarity and momentum when assignments are ambiguous, fragmented or changing; define next steps and bring clients clear recommendations rather than problems alone.
- Helped evolve the Emeril Lagasse Foundation Throwdown from a one-night fundraiser generating approximately $240K in its first year into a four-day brand experience raising more than $2M annually, representing more than 8x growth.
- Build scalable brand systems, templates, standards and repeatable workflows that improve consistency, efficiency and creative quality across channels and teams.

Portfolio

keriatchley.com

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Selected Proof That Strategy Turned Into Something

EMERIL LAGASSE FOUNDATION THROWDOWN Helped evolve a one-night BBQ fundraiser generating approximately $240K in its first year into a four-day, multi-event brand experience raising more than $2M annually - an 8x increase. Created annual themes and integrated identity systems across 10+ audience touchpoints, including invitations, donor recognition, merchandise, signage, staging, auction materials, digital content and live presentations.

MATTIE KELLY ARTS FOUNDATION Led strategy and rebranding that replaced fragmented event identities with one cohesive parent-brand system spanning three major programming areas: Concerts in the Village, Festival of the Arts and year-round community initiatives. The collaboration earned FPRA recognition.

SEA LEVEL SPIRITS / LOCAL COAST BRANDS, LLC Co-founded Local Coast Brands, LLC and built Sea Level Spirits from concept through launch, including positioning, identity, packaging, product storytelling, photography direction, launch materials and integrated marketing. Sea Level Oat Vodka was one product within the broader spirits brand.

COASTAL LUXURY / REAL ESTATE ✦ EDITORIAL Led brand, editorial, digital and marketing strategy for luxury real estate and lifestyle platforms, translating high-value properties and destinations into cohesive customer experiences across print, web, email, content and sales environments supporting multimillion-dollar transactions.

Earlier Chapter

DESIGN DIRECTOR | EXHIBIT ✦ ENVIRONMENTAL DESIGN **1996 – 2000**

IDEAS / FOLIO ATLANTA — ATLANTA, GA

Led brand development and design across identity, publications, campaigns and environmental graphics for corporate and consumer clients, managing work from concept through production and turning business needs into scalable visual systems.

CLIENTS WORTH KNOWING

Tyler Perry Studios • Michelin • Wells Fargo • Motorola • Medtronic • TOTO USA • UF Health Jacksonville • American Red Cross • Piedmont Healthcare • AT&T • Coca-Cola / The Masters • IBM • GE Appliances • St. Joe • South Walton TDC • Sandestin • WaterColor

TOOLS ✦ EDUCATION

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro, After Effects) • Figma • Canva • Squarespace • Klaviyo • Mailchimp • Issuu • Monday.com • Asana • Trello • Google Workspace • ChatGPT • DALL-E • Midjourney • Runway • Adobe Firefly

BFA, Commercial Interior Design, Minor in Fine Arts | University of Georgia | Study Abroad, Cortona, Italy