

JULIANNE AERTS

Creative Director with 14+ years of experience leading integrated brand storytelling, editorial design systems, multimedia campaigns, and enterprise creative strategy across media and entertainment organizations. Proven expertise developing audience-focused brand experiences and scalable visual systems across digital, social, experiential, motion, editorial, and live-event platforms. Experienced in leading multidisciplinary teams, managing cross-functional creative initiatives, and partnering with executive stakeholders to deliver innovative storytelling strategies that strengthen brand identity, drive engagement, and elevate organizational impact across fast-paced media and corporate environments.

EXPERIENCE

HEARST New York, NY

Creative Director (July 2024–Present)

Assistant Creative Director (Jan. 2022–July 2024)

Senior Art Director (Oct. 2019–Dec. 2021)

Art Director (April 2017–Oct. 2019)

- Lead enterprise-wide creative strategy and integrated storytelling initiatives across Hearst's corporate marketing, executive communications, events and multimedia campaigns
- Oversee visual identity and storytelling strategy for Hearst Foundations and its nationally recognized programs, including the United States Senate Youth Program and Hearst Journalism Awards Program
- Manage a creative team while partnering with executive leadership, marketing communications and events teams to shape audience-focused narratives and cross-platform brand experiences
- Develop scalable visual systems and brand standards across digital, motion, editorial, social, experiential and live-event platforms
- Direct multidisciplinary creative production spanning branding systems, presentations, websites, newsletters, animation, video, environmental graphics and large-scale campaigns
- Lead and mentor designers and freelance creatives while fostering innovation, collaboration and creative excellence across the Creative Communications team
- Champion emerging technologies, AI-assisted workflows and scalable content production processes to support evolving storytelling initiatives

METRO U.S. New York, NY

Art Director (Sept. 2014–April 2017)

- Led the redesign of Metro U.S. publications, modernizing editorial storytelling systems and contributing to the rollout of design standards later adopted internationally
- Managed a team of designers and freelance creatives producing high-volume daily content across the New York, Boston and Philadelphia markets
- Partnered closely with editorial leadership, photographers and illustrators to shape compelling news coverage, feature packages and special editions

AMERICAN PARK NETWORK New York, NY

Graphic Designer (April 2014–Sept. 2014)

- Developed integrated marketing and brand collateral across print, digital, environmental and social platforms for nationally recognized brands including Honda, Toyota, and Celestron
- Designed guidebooks, media kits, digital advertising assets and experiential materials, supporting 28 national and state parks

GANNETT: ASBURY PARK DESIGN STUDIO Neptune, NJ

News Designer (Oct. 2011–April 2014)

- Designed editorial layouts, feature sections, front pages and weekly publications for multiple regional Gannett newspapers in high-volume newsroom environments
- Earned recurring national recognition through inclusion in Newseum's "Top Ten Front Pages" for excellence in editorial design and visual storytelling

CONTACT

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EXPERTISE

Creative Direction • Brand Storytelling • Content Strategy • Integrated Campaigns • Executive Communications • Editorial Design • Visual Systems • Experiential Design • Motion Graphics • Multimedia Production • Cross-Platform Campaigns • Audience Engagement • Team Leadership • Project Management • Cross-Functional Collaboration • Creative Strategy • Brand Development • AI-Assisted Creative Workflows

SKILLS

InDesign	Figma
Photoshop	Keynote
Illustrator	PowerPoint
After Effects	Saithru
Premiere Pro	HTML
XD	

CERTIFICATES & AWARDS

Harvard Business Publishing Corporate Learning

Hearst Leadership Development Program

2014 NJ Press

Association Award

1st Place in Features Page Design

2012 New York Publishers

Association Award

EDUCATION

QUINNIPIAC UNIVERSITY

Hamden, CT (2007-2011)

Bachelor of Science in Advertising, Interactive Digital Design Minor