JAMIE AHLSTEDT

CREATIVE DIRECTOR | BRAND STORYTELLER | DESIGN STRATEGIST

Award-winning creative leader with 15+ years of experience building, mentoring, and inspiring creative teams to deliver bold, business-driven storytelling. Known for bridging strategy and execution—aligning creative excellence with measurable outcomes. Adept at managing multi-disciplinary teams, evolving brand identity systems, and leading full-funnel campaigns across print, digital, retail, and experiential channels.

Creatve Director | 360Insights | Dedham, MA |360insights.com

January 2024 – July 2025

Led the HMI Creative Department (acquired by 360insights), overseeing a multidisciplinary team of designers, copywriters, and production specialists delivering creative solutions across client marketing initiatives. Defined and executed brand and campaign strategies spanning digital, video, experiential, and print channels. Partnered cross-functionally with Product, Program Operations, and Client Marketing to ensure all creative outputs aligned with strategic objectives and elevated client engagement.

Transitioned to Corporate Marketing in July 2024, spearheading the adoption of growth-driven design methodologies in collaboration with the Account-Based Marketing (ABM) and Demand Generation teams. Introduced automated workflows to streamline growth and campaign production, enhancing efficiency and scalability. Elevated the visual and experiential brand presence for corporate and client events, leading creative direction for activations and cross-channel marketing touchpoints. Partnered closely with ABM, Demand Gen, Digital, Social, and Field Marketing teams to ensure cohesive creative alignment across the entire marketing ecosystem.

Creatve Services Manager | HMI Performance Incentives | Norwood, MA

August 2019– January 2024

Led the creative department, overseeing designers, copywriters, and production partners across corporate and client marketing. Defined and executed creative strategies for integrated campaigns spanning digital, video, experiential, and print. Partnered cross-functionally with Product Marketing, Sales, Travel, Program Operations and Corporate Marketing teams to ensure creative alignment with strategic objectives. Implemented agile sprint-based processes that improved creative turnaround time and collaboration efficiency by 30%. Elevated brand consistency through refreshed visual systems, content frameworks, and streamlined workflows.

Key Achievement: Directed multi-award-winning campaigns, including Pure Storage and HMI Corporate initiatives, earning Communicator and Hermes Awards for creative excellence and Marcom Awards.

Graphic Designer | HMI Performance Incentives | Norwood, MA

January 2018 – August 2019

Attended design reviews and provided strategic creative direction across digital, print, and email campaigns. Collaborated with Marketing Communications to define goals, develop concepts, and manage timelines. Advised on design best practices, UX consistency, and cross-channel optimization. Designed and refined logos, templates, infographics, and marketing assets aligned with brand standards. Partnered with marketing, copy, and sales teams to deliver cohesive, on-brand storytelling. Oversaw QA, stakeholder feedback, and final asset delivery for print and digital distribution. Managed 5+ concurrent projects while maintaining quality, creativity, and accuracy.

Key Achievement: Designed multi-award-winning campaigns, including Trane Supply and Northeast Electrical earning Communicator and Hermes Awards for creative excellence.

Medway Massachusetts

508.345.0249

jamie.ahlstedt@gmail.com

LINKEDIN

inkedin.com/in/jamie-ahlstedt

STRENGTHS

Creative Leadership
& Team Development

Multi-Channel Brand
& Campaign Strategy

Cross-Functional Collaboration

Workflow & Process Optimization

Photo & Video Production Oversight

Data-Driven Creative
& Performance Optimization

Brand Identity, Storytelling,
& UX/UI Design

Mentorship, Culture Building,
& Psychological Safety

Graphic Designer | Columbia Threadneedle Investments | Boston, MA
July 2017 –January 2018

In collaboration with marketing managers and the creative team, design and execute marketing content for a variety of mediums including print and digital. Work with copywriters to design marketing materials while working within brand guidelines and standards. Partner with the internal Production team to ensure that marketing content can be produced effectively and those design elements are properly executed. Update marketing content and collateral/ Refine templates and designs as needs evolve.

EDUCATION

BFA, Graphic Design — University of Massachusetts Dartmouth

CERTIFICATIONS

Agile Project Management (Udemy)

HUBSPOT
Digital Marketing, Email Marketing, Growth-Driven Design, and CMS for Marketers

Inclusive Leadership & Empathy (LinkedIn Learning)

AWARDS & RECOGNITION

Jury Member, Academy of Interactive & Visual Arts (AIVA) — Judge for the Communicator Awards, Davey Awards, and W³ Awards
2022– Present

Hermes Creative Awards Platinum & Gold
2020–2023

Communicator Awards Award of Distinction
2021 – 2023

Communicator Awards Award of Excellence
2022

Marcom Awards Platinum & Gold
2022–2023

Multiple honors for integrated marketing and digital innovation

COMMUNITY & VOLUNTEER WORK

WEYMOUTH FOOD PANTRY
Brand & Identity Rebuild

OPERATION DAY'S WORK USA
Web Design & Mentorship

THE YELLOW ROSES ERA
Civil Rights Advocacy Website & Mentorship

PAN-MASS CHALLENGE
Fundraised $6,000 for Cancer Research

REFERENCES AVAILABLE UPON REQUEST

Working with Jamie Ahlstedt has been one of the highlights of my career. Jamie brings a rare blend of creative brilliance, steady leadership, and an unwavering work ethic to every project. I was consistently impressed by Jamie's ability to manage a demanding workload while still delivering award-winning, high-impact work.

Jamie has an exceptional talent for leading teams through complex creative challenges, transforming abstract ideas into powerful campaigns. A large portion of the rapid growth at HMI Inc. can be attributed to her efforts.

Whether spearheading brainstorming sessions, building scalable internal processes, or jumping in to get things done, Jamie consistently inspires those around them to elevate their work and think bigger. You will not find a better Creative Director.

–John Geysen
Director of Product Marketing and my direct supervisor at 360insights & HMI Performance Incentives