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summary

As a creative leader with 5+ years directing design, marketing, and production teams in retail, I thrive while building consistent brand experiences that customers actually notice. I care just as much about the process as the output. I take pride in staying simple, accommodating budgets, and giving my colleagues opportunities to grow while believing that all of the best leaders work hand-in hand with their teams.

work history

Graphic Design Specialist - IKEA Brooklyn

New York, NY | June 2026 – Current

- Collaborated with STEERING and Department Leaders on location-specific in-store graphic solutions
- Assessed, designed, and produced large-scale installs (Entrance Wall / Bistro) within 48-hour timelines
- Acquired knowledge / permissions of managerial duties: Zeta (TV's), Ariba (Supplies), CAM (Meetings)

Design / Marketing / Production Lead - Teleology Brands

(Remote) Detroit, MI | March 2022 – March 2026

My role at Teleology (a multi-brand conglomerate) was focused on the direction and collaborative production of visual / marketing assets for various brands, collaborators, production partners, and retailers.

- Drove 132x ROI (\$23.8M) on multi-channel retail campaigns, generating \$4.7M+ in attributed revenue
- Developed several product lines and working with internal and external teams to reach market goals
- Oversaw production of signage and merchandise (apparel, props, posters, stickers, pins, and more)
- Managed vendor relationships and production budgets for packaging and advertising solutions
- Knowledgeable of CMYK production and print standards (including custom materials, shapes, and more)

Design & Retail Consultant - Divvy Digital

(Traveling / Remote) New York, NY | May 2024 – March 2026

Divvy Digital is an Android-based in-store digital signage and advertisement service for retail.

I traveled to retailers across the country, working directly with store teams on in-store marketing strategies. I also led Divvy's in-house creative team by directing artwork, templates, and copy.

Design & Marketing Manager - Common Citizen

Ferndale, MI | May 2020 – March 2022

Common Citizen is one of Michigan's largest franchise retailers. I focused on developing brand assets and promotions (in-store displays, events, campaigns, and more) across various scopes while making sure messaging and branding were consistent while fitting within tight budgets & timelines.

programs

Adobe Creative Suite

Microsoft 365

ZETA Generate (TV)

Cutting Master

skills

Creative Direction

Project Management

Mentorship

Purchasing and Ordering

Print Production & Pre-Press

Visual Merchandising

Budget / Vendor Management

education

College for Creative Studies (CCS) | Bachelor of Fine Arts - Film | Detroit, MI | 2019

Summa Cum Laude Graduate