



# KAYLYNN HORRIGAN

Creative Director | Brand Strategy | Healthcare Marketing

- North Canton, OH
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## EXECUTIVE SUMMARY

Creative leader with 15+ years of experience directing brand systems, integrated campaigns, digital experiences, and healthcare marketing initiatives for enterprise organizations, agencies, and technology brands. Proven ability to lead cross-functional creative teams, execute large-scale rebrands, and align visual strategy with organizational growth objectives. Experienced collaborating with executive leadership, private equity stakeholders, marketing teams, and vendors to build scalable, audience-focused brand experiences.

## EXPERIENCE

### OVATION HEALTHCARE

Brentwood, TN

Creative & Brand Manager | 2021 – March 2026

Directed enterprise brand strategy, creative operations, and digital experience initiatives for a \$1B healthcare organization following a major corporate rebrand and organizational transformation.

- Led rebrand of QHR Health into Ovation Healthcare
- Directed brand governance across marketing, recruitment, sales, digital, and service-line communications
- Built internal creative and UX/UI capabilities, reducing reliance on external agency support
- Managed multidisciplinary creative team across brand, digital, web, and content initiatives
- Partnered with leadership teams to align creative strategy with organizational growth and market positioning
- Oversaw development of scalable brand standards and creative workflows across departments

### CAPITAL BLUE CROSS / GENEIA

Harrisburg, PA

Creative & Digital Design Lead | 2020 – 2021

Directed digital brand strategy and creative execution for a healthcare analytics and software organization, overseeing multi-channel marketing initiatives, website experience, and UX/UI alignment across product and brand touchpoints.

- Led creative direction across digital campaigns, email marketing, branded content, and website initiatives to support marketing and engagement goals
- Managed a creative team while partnering closely with developers and product stakeholders to improve UX/UI consistency and strengthen product-brand alignment
- Oversaw creative operations including content strategy, messaging, visual design, and production workflows across digital channels
- Collaborated cross-functionally with marketing and product teams to translate complex healthcare technology solutions into clear, user-focused experiences

## EDUCATION

### COLUMBUS COLLEGE OF ART & DESIGN

BFA, Advertising & Graphic Design

## SKILLS

- Creative Direction
- Brand Strategy
- Healthcare Marketing
- Integrated Campaigns
- UX/UI Expertise
- Digital Marketing
- Brand Systems
- Team Leadership & Mentorship
- Executive Collaboration
- Content & Messaging Strategy
- Retail Design
- Design Thinking

## ACHIEVEMENTS

- Directed enterprise rebrand completed in six months
- Led conference booth design and integrated marketing campaign engaging 10,000+ attendees
- American Advertising Federation Gold & Silver ADDY Winner
- Selected for Leadership Stark County Spotlight Program



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## EXPERIENCE CONTINUED

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### US ACUTE CARE SOLUTIONS

North Canton, OH

Graphic Design Manager | 2016 – 2020

Directed creative operations and marketing execution for a healthcare organization, leading a multidisciplinary team and overseeing brand consistency across all marketing initiatives.

- Managed a team of designers, social media coordinator, and videographer to support organization-wide marketing initiatives
- Developed and executed inbound and outbound marketing strategies across trade shows, recruiting materials, business development collateral, digital assets, and internal communications
- Oversaw project coordination between internal stakeholders and external vendors to ensure quality, efficiency, and brand alignment
- Art directed photography and video productions to maintain visual consistency and strengthen brand presence

### INNIS MAGGIORE AD AGENCY

Canton, OH

Senior Art Director | 2012 – 2016

Developed campaign strategies and creative concepts for regional and national clients, collaborating across teams to deliver integrated advertising initiatives.

- Contributed to campaign strategy development and creative execution for clients including Aultman Hospital, Goodyear Tire, GOJO, Ichor Restaurant Group, Mid's Pasta Sauce, and Stark Community Foundation
- Partnered with copywriters, account executives, and designers to develop advertising concepts across multiple marketing channels
- Led creative development from concept through execution to ensure alignment with client goals and brand strategy

### GEOMETRY GLOBAL (FKA JWT ACTION)

Akron, OH

Associate Art Director | 2011 – 2012

Collaborated with creative and account teams to develop and execute integrated marketing campaigns across digital and traditional channels for clients including John Deere, Nestlé, Kimberly-Clark, and Sherwin-Williams.

### BIG RED ROOSTER

Columbus, OH

Graphic Designer | 2010 – 2011

Worked closely with interior designers and research strategists to develop retail experiences informed by shopper insights. Created a variety of retail displays, signage, and presentations.

## CLIENTS

- Aultman Hospital
- Borders Books
- Dick's Sporting Goods
- Eye Care Centers of America
- GOJO Industries
- Goodyear Tire
- Ichor Restaurant Group
- John Deere
- Kimberly-Clark
- Nestlé
- Ovation Healthcare
- Pennsylvania Association of Community Health Centers
- The Home Depot
- Sherwin-Williams
- White Castle
- Wrigley Gum

## REFERENCES

*Available upon request*