JENNIFER MOREE

CREATIVE STRATEGY • CREATIVE DIRECTION • AI-ENABLED EXPERIMENTATION

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PROFILE

Multidisciplinary creative leader with 20+ years of experience turning open-ended business and audience needs into clear concepts, compelling stories, and connected digital campaigns. At Travelport, progressed from production design to leading creative strategy and direction across integrated campaigns for travel, destination, and hospitality clients. Brings hands-on design craft together with editorial development, experience thinking, cross-functional partnership, and practical AI experimentation. Known for curiosity, sound creative judgment, and making ambitious ideas tangible.

CORE CAPABILITIES

Creative leadership: Creative strategy & direction · Concept development · Campaign storytelling · Stakeholder presentations · Creative feedback & mentorship
Integrated experiences: Multichannel campaigns · Digital advertising · Email marketing · Microsites & landing pages · Content architecture · Experience design
Emerging practice: Generative AI experimentation · AI-assisted creative workflows · Human-led review · Workflow design & improvement · Editorial development

PROFESSIONAL EXPERIENCE

Creative Services Manager

Travelport | Jul 2019–Present | Atlanta, GA · Hybrid

Serve as the team's sole creative lead, guiding creative strategy, concept development, content, and visual direction for integrated advertising campaigns serving global travel brands, destination marketing organizations, and hospitality clients.

- Shape original concepts and connected campaign experiences across destination microsites, email, digital advertising, editorial content, and travel-agent engagement programs.
- Partner with Sales, clients, digital media planners, and technical specialists to translate business needs into campaign strategies, narratives, and engaging visual experiences.
- Direct campaign storytelling and experience design, including messaging hierarchy, content architecture, visual identity, calls to action, and consistency across channels.
- Designed and introduced IRIS, LEO, and LYRA: three specialized AI-assisted creative workflows for research, campaign messaging, and visual development, applied to active projects and refined through human-led review.
- Selected as one of 13 Travelport AI Champions.
- Expanded the creative services remit to include strategic editorial development previously supported by external writers, reducing reliance on outsourced content production.
- Present creative recommendations, guide stakeholders through feedback, and provide creative direction and informal mentorship across collaborative projects.

SELECTED CREATIVE WORK

AI-enabled creative workflows
Designed three specialized AI-assisted workflows supporting research, campaign messaging, and visual development; developed practical guidance and human-review practices for creative use.

Destination campaign experiences
Led creative concept, storytelling, and connected digital deliverables for destination marketing work, including Hong Kong and Macao campaign concepts.

Girls in Gis Creative Studio
Created a repeatable creative system and workflow for BJJ event flyer packages, bringing together approved event details, visual direction, and production-ready formats.

PROFESSIONAL EXPERIENCE, CONTINUED

Graphic Designer

Travelport | Aug 2013–Jul 2019 | Atlanta, GA

Progressively expanded a production-focused design role into broader campaign concept development, client collaboration, digital marketing, and creative ownership.

- Designed digital advertising, email campaigns, web graphics, microsites, and promotional materials for Travelport and advertising clients.
- Translated client objectives, brand guidelines, and technical requirements into clear visual communications; collaborated with Sales, clients, and technical partners from request through launch.
- Assumed increasing responsibility for campaign concepts, customer journeys, messaging, content structure, and client-facing creative recommendations.
- Improved creative request, tracking, and production workflows, including administration of a SharePoint-based ticketing system.

Legal Administrative Assistant / Paralegal

Travelport | Mar 2011–Jul 2013 | Atlanta, GA

Supported the Legal Department's operations, reporting, meeting coordination, document preparation, translation, and contract drafting.

RECOGNITION

- Monthly Choice Award, Dec 2011: Proposed and designed an illustrated employee training piece distributed to 3,000 employees globally, receiving strong reviews and reducing use of external resources.
- Monthly Choice Award, Jan 2012: Recognized for organizing and supporting the Global Legal Conference in Atlanta.
- Quarterly Choice Award, Feb 2013: Recognized for implementation and project management of a new e-billing system for the global Legal Department.

EARLIER EXPERIENCE

Freelance Graphic Designer, ESL Teacher & Translator · Self-employed · Bogotá, Colombia · 2010–2011
English Teacher & Academic Director · High Technology in Learning · Bogotá, Colombia · 2009–2010
Bilingual Graphic Designer · BrainstormUSA · Atlanta, GA · 2006–2008
Earlier graphic design, pre-press, and English teaching roles in Atlanta and Bogotá, 2000–2004.

EDUCATION, TOOLS & LANGUAGES

Art Institute of Atlanta · Three years of bachelor's-level study in Graphic Design
Professional development: General Assembly workshops in HTML/CSS and mobile design · Team Leadership Workshop, Travelport · Digital Summit Atlanta (2016, 2018, 2019, 2023, 2026) · Vjal Institute AI 10-week course; 2026 cohort capstone project winner
Tools: Adobe Creative Suite (Photoshop, InDesign, Illustrator); Mailchimp; Salesforce; Microsoft Office; Wix; ChatGPT
Languages: English and Spanish (fluent; native speaker of both)

CREATIVE PRACTICE

Watercolor and mixed-media artist; mindful art workshop facilitator focused on creativity, presence, and self-expression.
Brazilian Jiu-Jitsu brown belt with 10+ years of martial arts training.