

Berkley Northnagel

BRAND + DESIGN

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berkeleyidel.com

Hi , I'm Berkley — a creative leader known for driving projects, building relationships and enhancing customer experiences. Passionate about using design to tell brand stories and achieve business goals.

Skills

Figma • Adobe Creative Suite • Asana • Notion • Marketing Cloud • Campaign Monitor • Pardot • Project Driven Leader • Brand Strategy Certified • Problem Solver • People Leader • Collaborator • Strong Communicator • Ability to Navigate Ambiguity • Agile • Time Management • Fluent in GIFs • Familiar with HTML

Leadership

SOUTHEAST MISSOURI STATE VOLLEYBALL TEAM - DI

2010 - 2013

OMICRON DELTA KAPPA NATIONAL LEADERSHIP HONOR SOCIETY

2012 - 2014

WORKDAY MARKETING CULTURE CREW

2017 - 2018

JUNIOR LEAGUE OF NASHVILLE

2022 - Current

CENTURY 21 CULTURE CLUB

2023 - 2024

Work Experience

PRINCIPAL ART DIRECTOR • WORKDAY

2024 - Present

- Led the design execution for customer moments at Workday Rising 2024, ensuring brand accuracy for McLaren Racing, Southwest Airlines, Puma, MGM Resorts, and LinkedIn.
- Provided insightful feedback and guidance on onsite branding for Workday Rising, ensuring cohesive and polished design throughout various spaces.
- Directed onsite branding for the Registration, Swag Store, and Rock Star Stage areas, creating high-quality and engaging experiences that resonated with attendees.
- Co-facilitated the Workday Rising 2025 Branding Workshop, contributing to the strategic direction and evolution of event branding.

BRAND EXPRESSION LEAD • ANYWHERE BRANDS

2023 - 2024

- Managed agency partners to elevate CENTURY 21's brand presence across various mediums and platforms to increase brand awareness.
 - 2023 produced the first increase in brand awareness scores after 5 years of declines. *2023 Ad Tracking Study by Kantar Group Limited.*
- Introduced unique design themes for CENTURY 21 events and oversaw their implementation across promotional and onsite collateral, providing clear takeaways for the network in Miami and Las Vegas.
- Overhauled network communications with net-new emails to better highlight the C21 story, spiking open rates to 40%.
- Audited ERA and Better Homes and Gardens Real Estate brand positioning, transforming the sales' 4-hr prospect presentations into a digestible 90-min demonstration of solutions.

BRAND DIRECTOR • REALSURE

2022-2023

- Responsible for upleveling the brand visual identity across marketing and product UI/UX.
- Collaborated cross-functionally to craft clear and concise B2B and B2B2C key product messaging, ensuring clarity for the audiences.

SR. DIRECTOR OF MARKETING • HOMEPOINT

2021 - 2022

- Hired, onboarded, and managed the design production team to execute across company wide initiatives with design precision.
- Worked closely with sales team to develop GTM strategies to toolkits for successful product launches.

Education

BS IN INDUSTRIAL TECHNOLOGY: COMPUTER AND MULTIMEDIA GRAPHICS

Southeast Missouri State University

- Graduated Magna cum Laude
- Dean's List Recipient: All Semesters
- Minor: Spanish
- Semester Abroad: Leon, Spain
- Pursuit of Excellence Award

Work Experience Continued

DIRECTOR OF MARKETING • HOMEPPOINT **2020 - 2021**

- Co-led the company wide rebrand in 8 months ahead of their IPO, transforming consumer and partner perception.
- Partnered with teams across the organization to optimize experiences for consumers during a period of rapid growth.

FREELANCE MARKETER • BI DESIGN **2018 - 2020**

- Responsible for building and executing social strategies, ad campaigns, and event creative to help a variety of clients and brands reach their goals and amplify their voices.

Clients included; BetterUp, Capsilon by Ellie Mae, Stash-It, The Last Hotel St. Louis

GRAPHIC DESIGNER • WORKDAY **2015 - 2018**

- Member of Brand design team and lead designer for Workday's largest global user conference hosting 8K attendees.
- Designed the event look and feel, defined branding moments, and developed way-finding maps while working closely with project managers, vendors, and creative directors to beat budgets and deadlines.