

ESTHER

Nadoff



PROFILE

Creative designer and marketer with 7+ years developing brands, campaigns, digital experiences, and marketing creative. Specializes in using AI as part of the creative process, from concept and visual direction through brand systems and production.

EXPERIENCE

ADVENTURE MEDIA GROUP

Agency-side creative and marketing for AdVenture's own brand and its education arm, The Modern Marketing Institute.

Director of Education & Creative Strategy · 2024 to Present

- Lead development of the flagship advertising curriculum, translating agency experience into practical training for modern marketers.
- Lead creative direction and design across campaigns, landing pages, educational programs, events, and ads.
- Built the Claude for Design workshop end to end, including the curriculum and prompt kits. Lead instructor on Claude for Design.
- Designed, built, and now run OnPrompt Studio, an AI prompt library for web design and image and video generation.
- Designed and shipped the Modern Marketing Institute website solo, including its advertising.

Senior Digital Marketing Strategist · Mar 2021 to 2024

- Drove account growth in paid media and defined brand essence to develop creative.

Brands: Michael Aram, Jacquie Aiche, Grown Brilliance, Asurion, New York Festivals, Lights4fun, ShineALight.

Earlier roles: Senior Digital Account Manager, 2020 to 2021. Lead Account Manager, 2019 to 2020. Marketing Intern, 2019.

IMPACT

\$1M+ PLATFORM REVENUE, MODERN MARKETING INSTITUTE

\$580K+ IN WORKSHOP REVENUE, INCLUDING **\$100K** FROM THE CLAUDE FOR DESIGN WORKSHOP

36K EMAIL SUBSCRIBERS

TRAINED TEAMS AT **T-MOBILE**, **JETBLUE**, **ESPN**

SELECTED WORK

AI CREATIVE DIRECTION : AI-assisted photography, campaign imagery, and brand visuals held to consistent art direction and typography.

BRAND DEVELOPMENT : Visual languages, color and typography systems, and messaging frameworks for new initiatives.

CAMPAIGN & MARKETING DESIGN : Meta advertising, landing pages, email, print, social content, and product launches.

EDUCATION

THOMAS EDISON STATE UNIVERSITY : BA, BUSINESS, MANAGEMENT & MARKETING, 2017 TO 2019

SKILLS & TOOLS

CREATIVE DIRECTION
AI-ASSISTED DESIGN
BRAND IDENTITY
MARKETING STRATEGY
ART DIRECTION
CAMPAIGN CONCEPTING
CURRICULUM DESIGN
LANDING PAGES

PAID SOCIAL CREATIVE
EMAIL MARKETING
COPYWRITING
PROMPT DESIGN
AI IMAGE GENERATION
PROTOTYPING
CLAUDE / CHATGPT
GOOGLE ADS / META ADS

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