

MARKETING

BRANDING | ART DIRECTION | DIGITAL | COMMUNICATION

Financial Services . Design Firms . Advertising Agency . Corporations and Small Businesses

SUMMARY

Creative Art Director and Marketing Professional with 15+ years of results-driven performance. Focused on driving proven ROI in context of business goals, product positioning, operational efficiencies, acquisition and retention campaigns, brand awareness and marketing communication initiatives. Holistic sensitivity in understanding the balance of creative design, targeted communication skills, strong team collaboration and self-direction that offers an opportunity to enhance any team.

PROFESSIONAL HIGHLIGHTS

Senior Marketing Director

Feb 2019 – Present

SERVICE 1ST INFORMATION SOLUTIONS | (Remote) Redding, CA

- **Branding.** Spearhead all art direction and copy writing of branded collateral, website, and advertising campaigns.
- **Digital Marketing.** Develop targeted digital marketing campaigns with CTR consistently outperforming industry benchmarks by up to 5%, significantly improving gap conversion from leads to clients.
- **Website and SEO.** Support development and maintenance of website content to ensure maximum visitors and online visibility. Doubling visitor engagement exponentially each month for the first 9 months. Search and brand awareness campaigns increased 9% CTR in first 6 months.
- **Marketing Strategist.** Coordinate with executive team to improve user experience with better product design, targeted communication, workflow efficiencies, easing order process, and increasing company profitability.
- **Video/Photo Shoots.** Plan, produce, and edit professional video/photo shoots for clarity and brand consistency.
- **Targeted Cross-Channel Campaigns.** In 3 months: +70% visitors, +81% sessions, and reduce bounce rate in half.
- **Team Leader.** Collaborate with management to develop training modules including manuals, videos, surveys, and summary quizzes.

Marketing Director

Dec 2016 – Present

NATIONAL CREDIT-REPORTING SYSTEM | Hammonton, NJ

- **Result driven.** Serves as the marketing expert and brand manager to support business goals. Responsible for creating yearly marketing plans that include short and long-term initiatives. Substantially improved company brand awareness by +37% new website visitors, +16% in average sessions, and 12% uptick in goal conversions within the first year.
- **Written and Visual Communication.** Key marketing voice in writing, designing, producing collateral marketing material, such as website content, videos, infographics, brochures, direct mail pieces, data visualization for reports and presentations, award submissions, blogs, press releases.
- **Social Media Manager.** Create and schedule editorial calendar mapped to business objectives.
- **Measurement.** Leverage channel metrics, industry research, and competitor data analysis to influence marketing initiatives and C-level decisions.
- **Booth Design.** Concept and plan all booth exhibits. Attend conferences and events as necessary.
- **Vendor Management.** Vetted and hired all third-party marketing industry vendors.

Designer, Interiors & Communication

IKEA US | Conshohocken, PA

May 2012 – Aug 2016

- **Design Strategist.** Lead planner on the Children's Home Improvement Project (CHIP), which gained corporate recognition as a national store prototype. Consulted with sales partners to achieve KPI goals through effective display solutions and planning within prescribed timeline and budget.
- **Small Space Expert.** International representative elected to support the “Wasted Spaces” project in France.

Founder, Art Director and Marketer

LOSACCO CREATIVE | Springfield, PA

May 2011 – Mar 2020

- **The Icery.** *Founder, Creative Director and Marketer* of a whimsically branded seasonal gelato shop. Hired, managed, and trained staff, including customer service and quality presentation. Business influencer and leadership roles in Economic Development Committee and Business Professional Association.
- **Inlay Product World.** *Art Director and Marketing Consultant* for new, user-friendly e-commerce website site with over 4000 products, delivering goal-surpassing marketing results, and ensuring complete client satisfaction. Increased customer visibility by 40% through SEO input and 29% higher sales within 3 months. Achieved visibility on DIY Network “I Hate My Kitchen” episode.
- **Various Advertising Agencies.** *Freelance Art Director* since 1998 working closely with copywriters and creative directors on conceptual campaigns for clients like Lowes, Pinehurst Golf Resort, and Pocono Mountains.

[Additional work experience upon request]

EDUCATION

Certified Digital Marketing Professional
DIGITAL MARKETING INSTITUTE

AMA Member, PCM

Master of Business Administration (Concentration: Marketing)
KELLER SCHOOL OF MANAGEMENT, King of Prussia, PA

GPA: 4.0

Art Direction
PORTFOLIO CENTER, Atlanta, GA

*GPA: 4.0 with Honors
South Shows (AD/GD)*

Bachelor of Architecture
SYRACUSE UNIVERSITY, Syracuse, NY

*GPA: 3.65
Super Jury Thesis Award*

ADDITIONAL SKILLS & CERTIFICATIONS

- Adobe CS (Photoshop, Illustrator, InDesign), Camtasia, Google Ads/Analytic, MS Office, ZOH0 Analytics, SketchUp, AutoCAD
- Fluent in English and French.
- Certified Digital Marketing Professional
- Data Visualization for Marketers
- Business Analyst Certification (in progress)

VOLUNTEER EXPERIENCE

- **Design & Business Committee Member**, Lansdowne Economic Development Corp.
- **Vice President / Board of Director**, Lansdowne Professional Business Association
- Guest Judge, “Gold Inks International Awards” sponsored by North American Publishing Co.
- Contributing Member (2008-2012), Philadelphia Art Directors Club