

EMILY GAROZZO

150 New Turnpike Rd, Cohecton, NY 12726

p 917.741.0987 e emily@emilygreendesigns.com

www.emilygreendesigns.com

[employment]

Emily Green Designs | 2008 - Present

Creative Freelancer

Contribute to overall direction and designs for multiple companies and agencies. Follow brand standards and guidelines while being creative and innovative designing digital and print advertising, brand identity, press kits, brochures, logos, direct mail, poster art, book covers, collateral and promotional pieces; photo retouching and advance color correcting; website design. Build press-ready mechanicals from concept and production specs. Work with designated and strict project timelines and have the ability to meet last minute deadlines. Prioritize all projects to complete work on-time with high quality standards.

Focus Media Advertising + PR | 2011 - October 2014

Associate Art Director

Developed award winning creative across a wide range of media on multiple brands. Collaborated with the Sr. Art Director from concept to development of designs and the execution of ground breaking visual solutions for print ads, brochures, booklets, flyers, billboards, invites, direct mailers, magazines, banner ads, websites and more. Orchestrated projects and art directed designers, production artists, freelancers, photographers, illustrators, prepress technicians and printers.

- Developed and oversaw design and concepts as a brand lead
- Kept all work consistent, on brand guidelines and strategy
- Clearly present and communicate internally
- Helped establish and maintain the highest possible standards of reproduction for all digital, print, and collateral materials produced by the agency
- Monitored the quality of finished mechanical/digital art and conceptual materials produced by internal and freelance artists
- Consulted with creative leadership, as well as account service, traffic and other agency team members as necessary to achieve agency objectives
- Reviewed printer proofs to ensure that they are accurate and that they meet high quality standards. Ensure that corrections and changes are clearly communicated to the printer or production liaison.
- Maintained a current list of available freelance artists, web designers, art and photography stock houses, photographers and other contributory talent and vendors
- Informed and advises creative leadership on the status of departmental affairs, including all design-related computer hardware/software needs (upgrades, equipment needs/problems, training, etc.)
- Maintain archives of final mechanicals and photography files
- Excellent design skills, including a highly developed overall design/concept aptitude as well as typography, color, photography, photo editing, color correction and art
- Highly organized with an ability to adapt quickly to changing priorities and simultaneously handle multiple projects with total accuracy and attention to detail

KEY ACCOMPLISHMENTS:

- **2013 American Graphic Design Award**, Editorial Design, Monticello Motor Club Magazine
- **2013 American Graphic Design Award**, Website Design, Judelson Giordano & Siegel PC
- **2013 American Graphic Design Award**, Website Design, Hudson Valley 3D Printing
- **2012 American Graphic Design Award**, Brochure Design, Pinegrove Ranch and Family Resort
- **2012 American Graphic Design Award**, Publication Design, Ulster County Tourism

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[employment continued]

AWARDS:

- 2013 Gold Aster Awards, Brochure Advertising, Orange Regional Medical Center
- 2013 Gold Aster Awards, Newspaper Advertising, Orange Regional Medical Center
- 2013 Gold Aster Awards, Newsletter/Internal – Series, Catskill Regional Medical Center
- 2013 Gold Aster Awards, Direct Mail Piece – Single, Catskill Regional Medical Center
- 2013 Merit Healthcare Advertising Award, Direct Mail, Catskill Regional Medical Center
- 2013 Merit Healthcare Advertising Award, Special Event, Catskill Regional Medical Center

American Art Marketing | 2010 - 2011

Creative Director/Event Coordinator

Contributed cutting-edge designs for brand identity, advertising, print collateral, online marketing, environmental graphics, websites and direct mail. Handled multiple projects from concept to completion including pre-press and printer collaboration while maintaining strict project management to meet deadlines. Archived projects according to established Archival Process, in a timely manner, for future resource. Kept abreast of new technologies and trends in an effort to maintain consistency with our industry and to incorporate best practices. Responsible for final sign-off/approval on projects before going to the vendor.

KEY ACCOMPLISHMENTS:

- Directed the re-branding of the Berkshires Arts Festival 10th anniversary show
- Responsible for the brand identity and marketing campaign of American Craft Show NYC and Contemporary Art Fair NYC, Jacob Javits Center, New York, NY

Oxbox Design | 2007 - 2008

Graphic Designer

Responsible for conceptualization and design for a wide range of projects for a full-service design firm. Work included but not limited to: print advertising, brand and strategy, logo, collateral, brochures, booklets, presentation displays, direct mailings, posters, premium design, pop display and trade show graphics. Client list includes LIM College, BBC, The German Academic Exchange Service (DAAD), Lankmark 17 and Vesta Equities.

CVT Prepaid Solutions | 2000 - 2006

Graphic Designer

[skills]

MAC OSX PLATFORM
ADOBE INDESIGN
ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR

ADOBE ACROBAT PRO
ADOBE DREAMWEAVER
HTML
CSS

MICROSOFT WORD
MICROSOFT EXCEL
MICROSOFT POWERPOINT

Project Management Systems: COPPER

[education]

Bachelor of Fine Arts in Graphic Design, 2002, St. John's University, Queens, New York
Study Abroad Program, Summer 1999, St. Johns University, Rome, Italy