

EMILY GAROZZO

150 New Turnpike Rd, Cohecton, NY 12726

p 917.741.0987 e emily@emilygreendesigns.com

www.emilygreendesigns.com

[employment]

Boys & Girls Clubs of Town of WallKill Inc. | March 2017 - Present

Freelance Creative Director

The Town of Wallkill Boys and Girls Club mission is to enable all young people, especially those who need them most, to reach their full potential as productive, caring, responsible citizens. It is a safe place to learn and grow – all while having fun. Using the established Boys & Girls Clubs of America brand identity, I bring a cohesive look to the collateral pieces for the Town of Wallkill Boys and Girls Club and help tell their story to the community. Building press-ready mechanicals from original concepts and production specs. Work within strict project time lines to prioritize all projects and complete work on-time with high quality standards.

FisherMears Associates | January 2015 - Present

Freelance Graphic Designer

FisherMears is a full-service boutique agency specializing in strategic advertising, brand building and marketing communications across print and digital channels. Collaborating with internal teams, I provide innovative graphic designs and concepts to strengthen brand images and maintain a competitive edge. *Client list includes Bethel Woods Center for the Arts, Villa Roma Resort and Conference Center, Sullivan County Visitors Association and Sullivan Renaissance.*

Focus Media Advertising + PR | July 2011 - October 2014

Associate Art Director

Developed award winning creative across a wide range of media on multiple brands. Collaborated with the Senior 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.

- 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
- 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.
- 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

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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

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 | April 2010 - July 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.

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

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