

LOUIS CIAVOLELLA

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ART DIRECTOR

Leverage strategic vision, creativity, artistic skillset and business acumen to deliver high-impact marketing, print-design, and digital campaigns and projects

Solid success directing and implementing broad range of revenue-generating design projects, from conception to launch. Readily translate business requirements into effective advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Embrace and adapt to new technology and innovative processes while ensuring compliance with corporate standards.

— AREAS OF EMPHASIS —

- Full Life Cycle Project Management
- Cutting-edge Graphic Design
- Web Usability Best Practices / UX
- Targeted E-mail Campaigns
- Newsletters / Brochures / Flyers
- Annual Reports
- Magazines / Publications
- Trade Show / Outdoor
- PowerPoint Presentations
- Mechanical Art / Print Production
- Style Sheets & CSS
- Video Editing and digital photography
- Staff, Vendor, Client Management
- SEO, Google Page Set-up

PROFESSIONAL EXPERIENCE

ART DIRECTOR, 2004 to Present
CIAVO DESIGN – NATIONAL PARK, NEW JERSEY

Efficiently lead and administer creative design projects in support of ongoing marketing and merchandising programs for various industries including healthcare, not-for-profit, business-to-business, manufacturing, hospitality, legal, financial and other professional services.

Work directly with clients to assess market position and trends, devise advertising strategy, and present to senior management. Create design theme and graphics focused for digital online and print marketing campaigns and collateral. Manage client relationships and new business, print production management and vendor procurement. Manage external support personnel, review all production materials provide signature authority. Ensure compliance with and implement corporate standards.

Selected Achievements:

- Provided creative vision and concept design for \$1M award-winning advertising campaign for industry member organization (NYSA).
- Successfully rebranded health system quarterly and collateral materials.
- Maximized ROI by building partnerships with third-party vendors, graphic designers, Web developers, and photographers.

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CREATIVE DIRECTOR, 1998 TO 2004

WMSH MARKETING COMMUNICATIONS – HADDONFIELD, NEW JERSEY

Led creative development for integrated marketing communications firm.

Interpreted complex health-related information, translating into accessible designs and content. Emphasized brand continuity across various media such as cutting-edge graphics, informational literature, and Web content. Contributed to creation of engaging and dynamic educational materials for training internal and external team members. Presented creative design strategy to various groups and fostered consensus across all stakeholders.

Selected Achievements:

- Successfully developed inaugural branding for Battleship New Jersey.
- Won numerous awards for advertising and MarCom design.
- Built lasting relationships with strategic partners and clients.

SENIOR ART DIRECTOR, 1997 – 1998

WINNING STRATEGIES – MOUNT LAUREL, NEW JERSEY

Developed, rendered, and expanded art concepts throughout production of advertising campaigns for healthcare, construction and entertainment industries.

Managed studio staff and collaborated with creative team to develop artwork for marketing initiatives. Conceived original designs and marketing concepts used in brochures, pamphlets, fliers, and billboards. Contributed to customer-facing publicity campaigns, assisting creative director and production manager with photo shoots / projects, press proofing, and 2-D graphic design and comprehensives.

EDUCATIONAL BACKGROUND

Graduated, Advertising Design Major

DUCRET SCHOOL OF ART, PLAINFIELD, NEW JERSEY

TECHNICAL PROFICIENCY

Environments: Mac OS, Windows

Tools: Microsoft Office; Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, After Effects, Dreamweaver); QuarkXpress; Google Analytics; Audio Composition and Editing (ProTools, Garageband), Mail Chimp; HTML, CSS