CRAIG T. POLIZZOTTO

01 SUMMARY

Senior Art Director with extensive experience in ecommerce, corporate identity, corporate branding, and direct mail design. An exceptional leader with an innovative vision to develop impactful visuals, both online and offline, that drive sales and improve brand identity.

02 EXPERIENCE

DIRECT BRANDS, INC. New York | 1996 - present

Senior Art Director

Overview

Responsible for leading creative development of online branding, creative strategies, website design, and email marketing campaigns. Provide consistent workflow for 12 music clubs and 4 DVD clubs, creating thousands of email campaigns and banners, hundreds of features, and more than 150MM catalogs representing 4MM subscribers with annual revenues in excess of $750MM.

Marketing & Strategy

Provide top-level strategic and creative thinking, working directly with Marketing Executives and Senior Managers to develop and execute designs that support strategic direction and sales goals.

Brand Development

Created the new corporate identity for BMG Columbia House, Inc. Developed stationery, Power Point presentations, and signage.

Responsible for creating and developing a press kit for major Record Labels to increase brand awareness and establish stronger market presence.

Ecommerce

Key creative lead for columbiahouse.com, bmgmusic.com, and yourmusic.com, setting the creative vision for banners, features, and email campaigns that enhanced the brand and maximized sales.

Lead development of a *New York Times* bestselling author feature for bomclub.com. This feature drove author's latest release to the #1 position for Book-of-the-Month club, generating an increase of 45% in sales, as well as moving several of his back titles.

Drove creative redesign of the bmgmusic.com website and email campaigns, resulting in increased profits and click-through rates.

Instrumental in the redesign of all core revenue generating emails which increased annual performance by 20%.

Catalog Development

Created winning "slim jim" format catalog that surpassed sales generated from a standard 16 page format.

Directed the redesign and creative development of 12 catalog versions. This resulted in an improved workflow, a 50% increase in productional efficiencies, and a 25% reduction in turnover.

Management & Leadership

Responsible for the supervision and management of a 10 person team, providing direction on all components of customer promotions including site design, email campaigns, feature pages, banners, and print collateral.

Provide the creative staff with informational seminars in Photoshop, InDesign, & Illustrator increasing creative productivity and productional efficeincies within the department.

New Business Initiatives

Creative lead on all new business initiatives including vitamins, coffee, perfume, and cosmetic based online-only continuity programs.

Led cross-functional team of IT programmers, designers, and account managers by setting up internal procedures for approval and asset delivery.

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03 FREELANCE

MIZEREK, INC. New York | 1994 - present

Art Director/Designer

Overview
Managed internal designers and freelancers on a project by project basis creating direct mail advertising pieces as well as brochures, logos, and stationery. Set-up product layouts for photography & color correct/retouch art for final output.

Key Design Projects
Little Angels' brand identity, website, logo, stationery, email campaigns, and brochure; The Lavonia Collection logo, flyer, direct mail pieces and other collateral; The Canola Oil bottle labels.

M3 New York | 1999 - present

Designer

Overview
Involved in each phase of web and print design from conceptualization to final production. Responsible for scanning, color correcting, retouching, rendering 3D art on computer, small animations, preparing and organizing art for web and print production, and color separating files for final output.

Key Design Projects
The brand identity of M3's website, logo, stationery, and email campaigns.

04 ACHIEVEMENTS

Kodak National Advertising Competition
Headed a team of 5 to design full-page ads for the successful advertising campaign "Get The Picture?" for Kodak. Placed 1st in the Regionals and 2nd in the Nationals.

BMG Direct's Star Performer Award
Given to BMG employees to recognize them for their outstanding creativity, dedication, and determination.

St. John's University Dean's List: Academic years 1991-1995.

Black Belts & Karate Instructor
Obtained a black belt in three different styles of martial arts. Created, developed and launched a karate school which serviced children between the ages of 3 to 17.

05 TECHNICAL SKILLS

InDesign, Photoshop, Illustrator, Quark, Fireworks, Dreamweaver, Flash, BB-Edit, HTML, Acrobat, and MAC & PC Platforms, Word, Excel, and Powerpoint.

06 EDUCATION

St. John's University, Jamaica, NY
Bachelor of Fine Arts in Graphic Design

School of Visual Arts, New York, NY
Courses in Flash & HTML

Fashion Institute of Technology, New York, NY
Hands-on training seminars for Photoshop, Illustrator, and InDesign.

Print portfolio & references available upon request.

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