

Vincent A. Marotta III

DIGITAL ART DIRECTOR

Creative & Digital Marketing



PROFILE

I am a skilled creative professional with a demonstrated history of working in corporate environments, and proven experience in digital marketing.

I serve in an art director role and lead design initiatives for digital and print. I've earned a reputation as a flexible team player with a wide range of skills; and a unique ability to work cross-functionally and independently.

With more than 12 years of career experience, I have obtained a successful track record for producing measurable results on high-level projects.

CONTACT



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vmarottadesign.com

WORK EXPERIENCE

Freelance

May 2023 - Present

Remote work with various clients to determine marketing and design vision within scopes of work and budget.

- Establish designs through various creative processes and media for use in print and web, and deliver final production and web ready graphics to their desired standards.
- Providing professional advice and guidance to communicate their intended message to a specific audience.
- Clients include Airrosti and Dallas Pride.

Tuesday Morning

July 2018 - May 2023 | Dallas, TX.

Leading creative role on the Marketing Team for a multibillion, national retail company, with over 750 store locations.

ASSOCIATE DIGITAL ART DIRECTOR *(Sept. 2021)*

- Serving as website admin, I was responsible for all content updates and the general maintenance of TuesdayMorning.com.
- Additional responsibilities included, webpage production, testing across platforms and performance optimization.
- Worked directly with Marketing Directors and Board Executives, on the redesign and transition of the company website, from in-store retail, only, to ecommerce.
- *In addition to the duties of Senior Digital Designer.*

SENIOR DIGITAL DESIGNER & EMAIL PROGRAMMER

- Oversaw the design of all digital projects, while adhering to company branding. Such projects included, webpages, emails, and social media graphics.
- Responsibilities also included work on print design projects, such as, store ads, mailers and in-store signage.
- HTML & CSS coding for weekly/monthly customer emails.
- Additional work included art direction on set for product photography and video production.

**Additional work for the Pier1 Imports brand, during product integration.*

**Also served on the company's Culture Committee.*



EDUCATION

Bachelor of Fine Arts, Computer Graphic Arts

University of the Incarnate Word
San Antonio, TX.

REFERENCES

**Available upon request.*

WORK EXPERIENCE - *cont.*

Texas Latino Pride

2021 - 2023 | Dallas, TX.

Creative direction for an annual pride festival, that attracts hundreds of attendees each year and raises thousands in proceeds for the local, non-profit.

CREATIVE DIRECTOR

- Serving on the Board of Directors, I oversaw all creative for both the event and brand, itself.
- Designed and developed TXLatinoPride.org, and responsible for all content updates and its' general maintenance.
- Responsible for the production of all design, which included, flyers, social media graphics, event signage, apparel and more.

Neora

August 2013 - June 2018 | Addison, TX.

Part of the Digital Marketing Team for a multibillion, global cosmetics company.

SENIOR DIGITAL DESIGNER (March 2015)

- Serving as a leader on the team, I worked on high-level projects while managing day to day project flow.
- Oversaw the design of all digital projects, while adhering to company branding.
- Responsibilities included project delegation, and insuring their completion to meet deadlines.
- Worked directly with the Chief Marketing Officer and Board Executives to redesign and relaunch Neora.com.
- *In addition to the duties of Digital Designer.*

DIGITAL DESIGNER

- Collaborated with other team designers to produce creative assets for digital.
- Responsibilities included work on all digital design projects, such as, webpages, emails and social media graphics.
- HTML & CSS coding for weekly/monthly customer emails.

**Additonal work for the company sister brand, Live Happy.*

**Established and served as President of the company's Culture Committee.*

WorldVentures

June 2012 - August 2013 | Plano, TX.

Part of the Creative Marketing Team for a multibillion, global travel company.

GRAPHIC DESIGNER

- Assisted in the design of all print projects, including magazines, booklets, signage, apparel and more.
- Also assisted in the design of digital projects, including webpages and web graphics.

**Also served on the company's Culture Committee.*

