



 www.adriandebattista.com

 artad70@gmail.com

 [Linkedin Profile](#)

 339 Hicksville Road #162
Bethpage NY 11714

 516.581.6823

EDUCATION

Bachelor of Architecture with Honors,
Pratt Institute of Technology

*Winner of Pratt Circle Award and
Pratt Distinguished Academic
Achievement Award*

EXPERTISE

- Creative Concept Development
- Strategic Planning
- Graphics Development
- Interactive Media
- Visual Presentation
- Project & Budget Management
- Brand Identity
- Adobe Creative Suite
- Wordpress
- MS Office
- Email Marketing
- Packaging Design
- Typography
- Illustration

REFERENCES

Nannette Fevola

Senior Director, Client Solutions
Phone: (516) 991-3604
Email: nannettefevola@gmail.com

Edward Brennan

Manage/Owner at HLD Communications
Phone: (516) 695-5068
Email: ejbren@gmail.com

adriandebattista

Creative Strategy & Design

Over my 20+ years of B2B and B2C marketing strategy and design in increasingly challenging roles, I have acquired the knowledge and skills needed to successfully listen, clarify, prioritize and translate client needs into strategic and graphic marketing plans. As a leader of creative teams, and a member of the account teams, I work collaboratively to develop thoughtful and innovative brand concepts, sales messaging and rationales, optimizing a variety of formats and mediums to maximize consumer engagement and achieve client objectives.

EXPERIENCE

Dec. 2015 – Current

Newsday - Client Solutions | Melville, NY

Art Director/Manager - Advertising Video & Content Production

As an award -winning Art Director and Content Creator at Newsday Media Group, Long Island's largest multimedia brand, responsibilities and achievements include:

- Grow new audiences and elevate the Newsday brand experience with highly stylized graphic design, understanding and adapting the latest technology.
- Collaborate with management and clients to develop compelling visual communications - internally and externally.
- Create and execute consistent, and to the specifications set in Newsday brand guidelines, client-facing graphic design and content development for Newsday brands including print, digital, video, content, broadcast and events.
- Responsible from ideation to execution on all client facing digital media and offline content/collateral targeted to specific audiences. This includes display advertising, video, email marketing, social media and event marketing.
- Design and execute all internal design and collateral including logos, presentations, video graphics, newsletters and industry/trade show materials.
- Serve as art director and content producer for Newsday's in-house content studio: Brand360, responsible for \$600K annually.
- Maintain oversight of all in-house content studio video production including strategy, storyboards, talent, on-site and location shoots. Ensure on time, on budget delivery to client and within contract specifications.
- Spearhead company exploration in AI as well as long and short form video with emphasis on social media.
- Liaison with outside vendors to optimize content and analyze performance.
- Establish art department standards for productivity, production, quality and client service.
- Manage team of 3 artists, 2 copywriters and 2 project managers.

Nov. 1998 – Jun. 2015

HLD Communications | Mineola, NY

Creative Director

As a seasoned Creative Director, Art Director and Graphic Designer in full service marketing agencies, responsibilities and achievements included:

- Creation of exceptional and award winning work to achieve clients' goals and maintain the agency's as well as client standards of creative excellence, timeliness, and profitability.
- Development of the strategic planning, branding, and creative designs for a broad range of clients, optimizing a variety of mediums, including print campaigns, websites, email campaigns, trade shows, packaging and social media.
- Oversee creative consultations with account teams to assure appropriate creative strategies, adequacy/accuracy of input, schedules, budgets, production support, necessary reviews, and client presentations.
- Project management which include anticipating problems and the consequences and implementing the necessary solutions to successfully complete projects on time.
- Provide leadership/motivation and training for creative team to flawlessly execute cross-channel and digital work.
- Effectively organize and art direct photo shoots to produce the desired creative results.