

Patti Manuelli

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Creative Director • Senior Graphic Designer

Collaborative and engaged professional with expert-level background in marketing communications, branding, event support, advertising, social media, website development. Strong creative mind and visual storyteller with extensive experience conceiving and executing original ideas across all platforms and for multi-channel campaigns. Extensive background working within corporate style guides from concept through completion in a fast-paced environment. Excellent written and verbal communication skills. Valued team player with approachable nature. Trusted, reliable leader with fantastic references.

Competencies

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|--------------------------|-------------------------------|----------------------------------|
| • Adobe Creative Suite | • Cross-Channel Advertising | • Marketing and Event Collateral |
| • Art Direction | • Digital and Motion Graphics | • Print Production |
| • Brand Identity/Logos | • Fundraising Promotion | • Presentations |
| • Creative Collaboration | • Graphic Design | • Social Media |

Professional Experience

Patti With An Eye – A Creative Studio, Middletown, NJ

Principal | Creative Director | Graphic Designer

June 2019 – Present

- Conceptualize, design and execute a wide variety of print and digital collateral, marketing materials, logos, event materials, social media, signage, infographics, and more. Industries supported include Financial Services, Insurance, Legal, Medical, Nonprofit, and Retail. Recent scope of work:
 - Senior Graphic Designer at The Mission Continues in a part-time contract role supporting Marketing Communications, Development, and Events
 - Consultant Designer for Prudential Financial Creative Services and PGIM
 - Consultant Designer for Sampo International Insurance Communications
 - Consultant Designer for Remote Care Partners
 - Lead Designer and marketing consultant for several nonprofits: annual reports; marketing and event materials; social media; fundraising initiatives that includes branding, collateral, digital assets

American International Group, Inc. (AIG), New York, NY

Senior Graphic Designer – Corporate Communications

Nov. 2012 – May 2019

- Ideated and executed creative strategies for multiple high-profile brand initiatives
 - Collaborated with team members to develop collateral for AIG's Centennial celebration (AIG 100) across multiple platforms, including videos, elevator wraps, merchandise, and stationery
 - Worked with project leaders and event vendors on-site in Atlanta to plan and present a visual treatment for an executive leadership convention space
 - Updated stationery suite during rebrand and/or brand refresh initiatives, including overseeing the intranet catalog implementation by collaborating with our procurement team and vendors
- Created visually appealing, on-brand digital, motion and print communication for corporate clientele
 - Designed custom invitations and personalized congratulatory note cards for the CEO's office
 - Collaborated with HR to produce employee benefits and wellness month signage, emails, and videos
 - Produced event program ad templates and implemented customized solutions for our corporate citizenship and legal teams
 - Created digital deliverables for corporate events such as golf outings and executive board meetings
- Managed team of designers for photography re-launch of AIG.com: extensive stock photo research, brainstorming sessions, itemized updates to management, project liaison with digital team for deliverables

American International Group, Inc. (AIG), New York, NY

Senior Graphic Designer – Marketing Communications

Sept. 2009 – Nov. 2012

- Collaborated with manager and keenly followed the newly incorporated brand guidelines for Chartis Insurance, the recovery rebrand after the 2008 AIG federal bail-out. Enhanced the look and feel of the brand by creating numerous templates and visual solutions using the new colors and elements
- Designed and developed the visual identity and created print and digital collateral for commercial events, such as the corporate-sponsored Winter Summit, annually from 2010-2016
- Updated our highly-visible capabilities brochure, including data visualization for quarterly financial reports
- Built out advertising for multiple platforms across international channels and languages
- Worked directly with marketing managers to produce print and digital collateral for domestic and international business units
 - Created brochures and interactive playbooks for various product lines
 - Art directed and designed all medical management creative, including bilingual workers' compensation booklets, accident reporting kits, claims handling guides, and more
 - Conceptualized with Chief Communications Officer for the Specialty Lines division to produce quarterly infographics for brokers

Jackson Hewitt, Inc., Parsippany, NJ

Graphic Designer, Marketing Specialist

Sept. 2008 – March 2009

- Designed and produced collateral including print and web advertising, billboards and direct mail for over 6,000 franchise owners as well as corporate clientele
 - Collaborated with two copywriters and communications executives to deliver compelling materials
 - Led the design for new member kit including card, point of sale brochure, posters, and advertising for a discount consumer health benefits program
 - Worked with legal, brand, vendors and publications to ensure creative product met all requirements

Freelance Art Director, Graphic Designer, Middletown, NJ

– Creative Director Consultant, Marden-Kane, Inc., Manhasset, NY

June 2007 – Feb. 2008

- Worked on major accounts including B2B contest for Cisco, a B2B customer loyalty program for BroderBros, Co., and print ads for company's 50th anniversary

– Graphic Designer, International Flavors & Fragrances Inc. (IFF), Hazlet, NJ

Oct. 2005 – Dec. 2006

- Designed product mock-ups, mood boards, and presentation graphics, which included extensive photographic research and retouching

– Art Director, Kaleidoscope Marketing, Inc., New York, NY

Feb. 2002 – May 2009

- Conceived and executed marketing and promotions materials with an account director and copywriter for clients including Philip Morris USA, Redken, and Sterling Software
 - Led all print initiatives and managed printer liaisons
 - Directed photo shoots for product shots and program-related imagery
 - Extensive photo work such as color manipulation and product silhouetting

Education

Kutztown University of Pennsylvania, Kutztown, PA

Bachelor of Fine Arts, Communication Design