

# Claritza Todisco

Senior Art Director

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📍 123 Maple Street, Burlington, VT 05401

## EDUCATION

### Bachelor of Fine Arts in Graphic Design at Champlain College, Burlington, VT

Sep 2014 - May 2018

Relevant Coursework: Typography, Web Design, Illustration, Branding, Photography, Art Direction, UX/UI Design, Visual Communication, Packaging Design, and Motion Graphics.

## LINKS

[linkedin.com/in/clarizatodisco](https://www.linkedin.com/in/clarizatodisco)

## SKILLS

Photoshop

InDesign

Illustrator

Sketching

Typography

Storyboarding

UX/UI Design

## LANGUAGES

English

French

## HOBBIES

Collecting art and memorabilia

Photography and photo editing

## PROFILE

A Senior Art Director with 5 years of experience, proficient in driving creative concepts and executing compelling designs for a wide range of projects. Demonstrated expertise in managing teams, collaborating with cross-functional departments, and delivering high-quality, innovative solutions that align with brand strategies. Skilled in adapting to dynamic work environments, staying abreast of industry trends, and consistently meeting tight deadlines. Seeking to leverage this experience to contribute to the growth and success of a forward-thinking organization.

## EMPLOYMENT HISTORY

### ● Senior Art Director at Fuse Marketing, VT

Apr 2023 - Present

- Successfully led the creative team in developing a 360-degree advertising campaign for a major client, resulting in a 25% increase in brand awareness and a 15% boost in sales within six months.
- Managed the design and execution of a high-profile product launch event, attracting over 5,000 attendees and garnering significant media coverage, leading to a 30% increase in product sales within the first quarter.
- Implemented a new project management system for the creative department, streamlining workflows and improving team efficiency by 20%, which led to a 10% reduction in project turnaround times and higher client satisfaction ratings.

### ● Associate Art Director at KSV, VT

Sep 2018 - Feb 2023

- Successfully led the design and execution of a major advertising campaign for a high-profile client, resulting in a 25% increase in sales and a 15% boost in brand recognition within six months.
- Collaborated with a team to develop and implement a new creative strategy for a struggling product line, ultimately increasing its market share by 12% and generating \$1 million in additional revenue within the first year.
- Spearheaded the redesign of KSV's internal branding and marketing materials, leading to a 20% improvement in employee satisfaction and engagement scores, as well as a 10% increase in new client inquiries.

## CERTIFICATES

### Certified Professional Art Director (CPAD)

Jan 2022

### Adobe Certified Expert (ACE) in Design Tools

Sep 2020

## MEMBERSHIPS

Art Directors Club (ADC)