

Professional Summary:

A seasoned agency creative with over 15 years experience in leading, designing and implementing innovative and successful advertising campaigns and strategies for a variety of clients.

Qualifications Profile:

- Passionate and inventive creator of innovative B2B and B2C marketing strategies and campaigns
- Recognized leader with well-developed written and verbal communication abilities
- Well versed in branding, brand management, multimedia, marketing, print and web design
- Exceptional collaborative and interpersonal skills
- Highly skilled in client and vendor relations and negotiations
- Talented at building and maintaining win-win partnerships
- Deadline-driven projects consistently delivered on-time and on-budget

Creative experience in the following:**Print:**

Identity/branding, collateral, brochures, sale sheets, newsletters, magazines, catalogs, ads, outdoor boards, banners, direct mail, posters, cd covers, invitations, etc.

Multimedia:

Television graphics, video graphics, presentations, targeted e-mail campaigns, websites, microsites, web ads, animated web banners

Marketing & Promotional:

P.O.P. campaigns, guerilla marketing and various promotional materials

Management Experience:

- Motivates and lead creative team to be results driven
- Management philosophy – Understand, nurture and maximize individual and team strengths to exceed client or project expectations
- Hands-on project manager

Technical Proficiency:

PC and Mac

Software Expertise:

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, Fireworks, Flash, Quark Xpress, Keynote, Word and PowerPoint

Professional Experience:**Creative Director**

Bella Designs – Shawnee, KS *2008-Present*

A proven ability to provide hard-hitting, award winning designs to a variety of clients nationally using print, multi-media and web. Specific skills include:

- Developing strong effective branding and handling brand management
- Strategically planning clients' advertising/marketing
- Consistently meet budget and deadline to clients' satisfaction
- Maintain concept integrity while directing and motivating creative teams of designers, illustrators and photographers
- Creating strong sale pitches and client presentations while taking an active role in new business efforts
- Build and maintain relationships through effective communication of project goals with client and creative teams

Instructor

Kansas City Art Institute *2012-Present*

Fine Arts instructor with a simple philosophy – enjoy and embrace the process. Using examples to demonstrate the importance of basic techniques, but emphasizes incorporating the student's personal experiences into the process to augment their talent and expand their learning. Encourages students to interact in class, creating a positive environment that nurtures growth.

Senior Art Director

Fasone & Partners – Kansas City, MO *1999-2008*

- Efficiently managed and coordinated design from concept through completion.
- Built dynamic relationships with clients to create advertising vision, concept and designs
- Effectively built, motivated, and directed design and production teams
- Coordinated efforts of freelance designers, photographers, illustrators, consultants and vendors
- Created and conducted highly persuasive sales and marketing presentations
- Took an active role in new business pitches

Education:

Bachelor of Art and Design
Kansas City Art Institute Kansas City, MO

Personal Accomplishments:

Winner of two BMA Fountain Awards
Numerous Gallery Shows – Cross Roads Art District
Johnson County Juried Art Exhibition

"Teresa delivered strategy, design and copy that delivered high impact on two national campaigns. Working within extremely tight schedules, she was able to make every deadline and assured the campaigns launched on time."

*Lilly Coniglio
Managing Partner, The Strategic Organization*

"I've not only hired Teresa to work with our team on various projects, I've recommended her to many others in need of a great designer. Teresa has a way of putting a smile on your face before you even get started on the project at hand. She's of course is always on time with her work and provides additional value that many designers often overlook as necessary. Would I recommend or work with her again?...in a heartbeat!"

*Kacy Seitz
Marketing Strategist & Financial Services Business Consultant | Lead Generation*

"I have worked with Teresa on multiple projects and I feel confident recommending her because she listens to what you need and delivers above expectations. She is great at communicating to make sure everyone stays within time deadlines and project costs. She is detailed oriented, talented, and professional!"

*Kelly O'Hagan
Marketing Manager at Overland Park Convention Center*

"I have used Teresa for design work for our corporate client-facing publication. She has delivered very good results, responds to requests instantly and is understanding of our business objectives. I would highly recommend her."

*Gordon Heft
Senior Manager at Black & Veatch*

"I worked with Teresa for several years at our agency Fasone & Partners. Teresa is a creative dynamo. Her thinking is fresh - cutting edge -on time and on budget! A pleasure to work with."

*Kathleen Fasone
Partner at Fasone & Partners, Inc.*

"I've worked with Teresa as a photographer for many years on a multiple of projects. She is very professional, has great communication skills and a great eye for composition. It's a always a pleasure working with her!"

*David Shaughnessy
Photographer at Shaughnessy and Associates Photography*

"My team has hired Teresa several times to handle overflow assignments from our company. Teresa was always on time and provided value added options on projects. She worked with our team well and I would definitely recommend her as a great designer."

*Merrit Strunk
Senior Vice President Strategic Marketing & Communications at Creative Marketing*