

ANNMARIE RAPACH

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Art Director SUMMARY

Responsible for the management and creation of all branding and marketing materials, publishing, B2C and B2B websites, UX/UI design, new company development, package design, and event collateral. Managed all aspects of development including design projects, web projects, mobile applications, lettering, color separations, and press approvals. Designed all material in Adobe Creative Cloud to be used across digital and tangible mediums.

QUALIFICATIONS

- Experienced in the Hospitality, F&B, Entertainment, Retail, and Corporate Event Industries
- Full Life Cycle Project Management, Maintaining cohesive branding across all platforms
- Versed in User Experience and Engagement
- Built and managed a team of 10 that included a mix of creative and marketing staff
- Built and Maintained Vendor Relationships, Budget Administration, and Delivery

TECHNICAL SKILLS

Versed in Adobe Creative Cloud (Ps, Ai, Id, Dw), Email Campaign Apps (i.e. Constant Contact, MailChimp, Interspire), HTML, CSS, Javascript, Wordpress, FTP, APIs, Google Analytics and Search Consoles, Microsoft Office, and PM apps such as Asana, Freedcamp, Basecamp, Okta, Skills, and Salesforce. Can work in PC and Mac.

PROFESSIONAL EXPERIENCE

Progressive Business Media

Art Director - GDA Magazine

- Developed advertising campaigns that integrated print, interactive, and social media
- Layout and design of monthly magazine
- Created UX designs and mockups for clients

May 2019 - Present

Greensboro, NC

PACE Communications

Art Director

- Designed associate communications packages for a Fortune 500 Company
- Conceptualized and built event branding concepts
- Consulted on best practices for specific branding projects and team cohesion

Jul 2018 - Feb 2019

Greensboro, NC

Independent Design

Graphic Designer/Illustrator

- Illustrated *The Adventures of Lala and her Papa* by Lauren Rigau
- Creation of a comprehensive branding package for a talent acquisition brand
- Established branding for two apothecary brands
- Designed graphics for Macy's Westland, while doing Visual Merchandising full time

Sept 2016 - Jun 2018

Miami, FL / Greensboro, NC

The Brand Collective, Inc.

Art Director

- Designed and coordinated printing branding/corporate identities, created innovative packaging for clients
- Coordinated and produced over 25 large corporate/private events with \$10,000-\$150,000 budgets
- Consulted clients on best practices on building and maintaining their brand's message
- Trained clients on how to use their Wordpress websites
- Managed DNS/Hosting, and set up Google Apps for Business for clients
- Designed and developed the front-end for over 50 client websites
- Managed Web/Email Marketing Services for up to 15 concurrent clients
- Managed organic SEO campaigns and website integration, helped clients see a 15% increase in unique visitor visits

Oct 2010 - Sept 2016

Coral Gables, FL

Nikki Beach Worldwide

Corporate Graphics Manager

- Designed marketing collateral for 15+ beach clubs and 5+ hotel projects;
- Designed, coded and managed 15-20 weekly email marketing campaigns for all beach club locations
- Designed branding collateral for the corporate headquarters and the South Beach location
- Designed print collateral and digital graphics for pop-ups at Cannes/Toronto Film Festivals

May 2009 - Oct 2010

Miami Beach, FL

EDUCATION

Ringling College of Art & Design
Bachelor's of Fine Arts Degree - Graphic and Interactive Communications