

# Steve Faramelli

Fremont, IN · 260.667.8088

portfolio: [freshandmodern.com/portfolio/](http://freshandmodern.com/portfolio/)

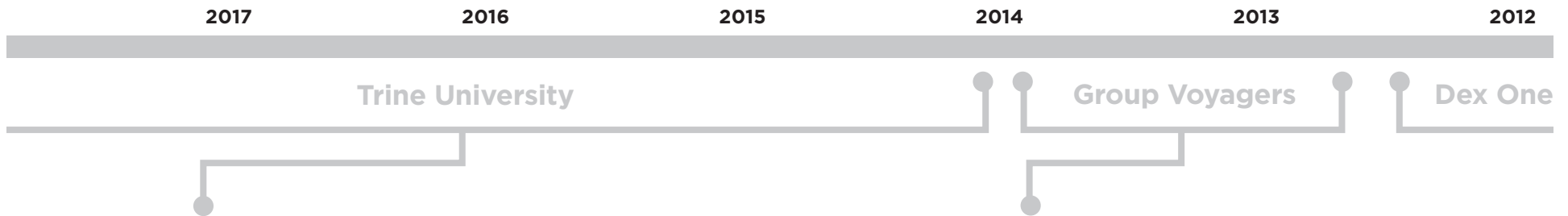
email: [srf@freshandmodern.com](mailto:srf@freshandmodern.com)

LinkedIn: [linkedin.com/in/stevefaramelli](http://linkedin.com/in/stevefaramelli)

Art/creative director and graphic designer with extensive experience. Excellence in art direction, creating, designing with others, and generating unique visual solutions for a variety of business directives. Inspired by creative challenges and conceptual thought which lead to business results.

Background includes graphic design, illustration, as well as managing a team of graphic designers. Strong knowledge of sales teams, working with field teams and connecting sales to marketing.

- **Advanced graphic design skills**
- **Advanced illustration skills**
- **Art direction**
- **Creative team management**
- **Advanced Adobe CC software knowledge**
- **Macintosh and PC platforms**



## Creative Media Specialist - Angola, IN

- Created and recommended art for institution print collateral designs, advertisements, billboard and other media outlets utilizing graphic design and art skills. Designed various marketing projects, including the Trine University magazine, outdoor advertising, flyers, posters, magazine ads, direct mail, sales collateral, logos, invitations, photo retouching, and brand evolution and development.
- Consulted with campus clients to evaluate scope and direction of various project requests.
- Assisted in organizing the gathering of information and data for projects.
- Art directed photo shoots, from which photos were used in print collateral, website, billboards and e-communications.
- Obtained and oversaw the process of cost estimates from outside vendors such as paper suppliers and printers.
- Maintained accurate records of all projects.

### Key Contributions & Achievements:

- Sole designer and art director for seven issues of the Trine University magazine (2014 to present).

## Manager of Creative Services - Littleton, CO

- Managed the Creative Services department of five graphic designers, a contract designer and a copywriter/editor, including process, project and time-management planning. Responsible for analyzing various types of data such as demographic data, market research and industry data to develop market, heading and product specific sales collateral. Oversaw and managed the projects and workflow of design team.
- Planned and oversaw the creative development of all collateral and marketing materials (online and offline) to support marketing and sales efforts and deliver a consistent message and look across four consumer brands (Globus, Cosmos, Monograms and Avalon Waterways) as well as the trade campaign. Responsible for art direction, proofing and copy-editing of designer's work for quality, design layout, and branding standards.
- Designed and created various marketing projects, including marketing brochures/magazines, flyers, magazine ads, direct mail, sales collateral, logos, photo retouching, and brand evolution and development.
- Managed the brochure printing process, including preparing art and performing press checks to ensure brochure quality, budgeting, payments and tracking costs with vendors.

### Key Contributions & Achievements:

- Created brand standards and guidelines for Cosmos brand and the Monograms Because campaign, including look and feel.
- Completed Cosmos North America brochure for Australia, New Zealand, United States and Canada.

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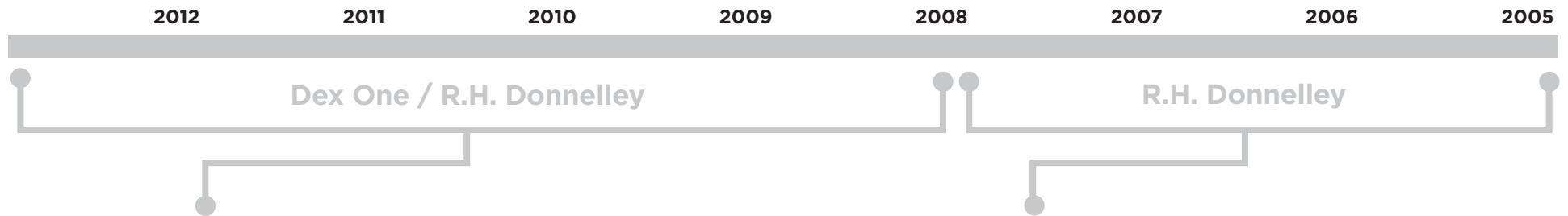
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## Design Manager - Cary, NC & Lone Tree, CO

- Managed a team of five graphic designers and a copy-editor to create sales tools and collateral for Dex One, in addition to various other design projects (direct mail and product pieces, posters, brochures, rebranding, and executive requests) for the needs of the business.
- Created various graphic design projects in a fast-paced team environment.
- Developed and provided art direction for the creation of iPad and WebEx sales collateral.
- Trained, mentored, and coached graphic design team on interpersonal business skills, design work, and business acumen. Responsible for art direction, proofing and copy-editing of designer's work for quality, design layout, and branding standards.
- Developed and maintained a sales collateral tracking system. Worked with project requestors on timelines and due dates of design projects. Tracked and recorded incoming design projects and assigned them to graphic designers.
- Coordinated the printing and shipping of sales collateral materials with outside vendors.
- Developed close working relationships with regional marketing managers, Central Marketing partners, ad agencies, and Director of Marketing Communications to meet design needs.

### Key Contributions & Achievements:

- Integrated two former regional design teams (in North Carolina and Colorado), which previously had two managers, into one centralized location under my management.
- Presented with the Dex One's Chairman's Award for contributions in this role.

## Graphic Designer - Cary, NC

- Created sales tools and collateral in support of marketing initiatives.
- Responsible for analyzing various types of data such as demographic data, market research and industry data to develop market, heading and product specific sales collateral.
- Created and maintained Visuals Folders, the sales collateral deployment system used by the sales force.
- Utilized Adobe Creative Suites on a PC platform.

### Key Contributions & Achievements:

- Developed new collateral template for company-wide use.
- Handled all sales collateral development and execution for the AT&T Yellow Pages Brand in IL & IN.
- Promoted to Design Manager.

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## EDUCATION:

- Bachelor of Fine Arts Degree (Illustration emphasis) - Northern Illinois University, DeKalb, IL
- Continuing Education classes in Illustrator, Photoshop, and Quark XPress - College of DuPage, Glen Ellyn, IL

## PROFESSIONAL DEVELOPMENT:

- Dreamweaver CS5 Website Development training class - Sterling Ledet & Associates
- InDesign classes - New Horizons Computer Learning Center



## Creative Projects Manager - Chicago, IL

- Responsible for supporting the creative needs of the Marketing Department relative to daily sales operations.
- Produced creative projects to generate revenue, provide motivation, and track sales. Specific examples include sales tracking charts, sales collateral, marketing plans, market re-scope pieces, and incentive posters/banners.
- Utilized Adobe Creative Suites (primarily InDesign, Photoshop & Illustrator), on a Macintosh platform, in the creation of projects.

### Key Contributions & Achievements:

- Presented with the Dex One's Chairman's Award for contributions in this role.
- Promoted to Graphic Designer.

## Graphic Designer - Chicago, IL

- Designed in-book ads for the Ameritech and SBC Yellow Pages.
- Utilized Adobe Illustrator, Photoshop, and Quark XPress, on a Macintosh platform.
- Worked on large customer accounts with over \$300,000/month in billing.
- Produced 10+ ads per day, ~2000+ per year.
- Worked with internal and external customers in a team environment.
- Created sales territory maps using Atlas GIS mapping software.

### Key Contributions & Achievements:

- Achieved over production quota every year.
- Consistently was in the top three of all designers for production quota.