

DESIGN EXPERIENCE

MATCH MARKETING

SENIOR EXPERIENCE DESIGNER 2018 • PRESENT

Leads and participates in brainstorm and content creation of disruptive experiences to deliver dynamic multimedia brand narratives. Responsible for engaging target audiences and driving conversation with brands in the field, online and at shelf. Collaborates and art directs producers and vendors to bring memorable experiences to final execution. Directs and manages the in-house photo studio creating content for numerous brands such as Fujifilm, Scotties and Go-Go Squeez.

FREELANCE DESIGN

ART DIRECTION, DESIGN, & PHOTOGRAPHER 2010 • PRESENT

Develops brand identities, informational and ecommerce websites and brand focused design and photography for a variety of clients such as The Knot, Lytx, PepsiCo and Heineken. Creates production ready files and work with vendors through execution stages.

INSPIRA MARKETING

SENIOR ART DIRECTOR 2016 • 2017

Art direction for a variety of Experiential Accounts including conceptual brainstorming to final design execution of activation footprints. Collaboratively participates in pitching new business on a regular basis. Responsible for agency's photography on social media platforms and client deliverables.

COLANGELO SYNERGY AND MARKETING

ART DIRECTOR 2014 • 2016

Responsible for managing all phases of project development including conceiving, art direction, and design solutions, working both independently and in team partnership with Creative Directors for numerous Diageo accounts. Developed several quarterly cross-channel campaigns including print, digital, social, out of home and point of sale materials. Managed and designed Nair and Arm & Hammer social media accounts. Contributed through all stages of creation while managing team members and frequently presented campaigns to clients.

TRACYLOCKE

ART DIRECTOR 2012 • 2014

Art direction for PepsiCo Foodservice Team on major national customer accounts through retail POS, promotional materials and digital platforms. Delivered concept to execution of new business pitches, contract renewals, and consumer marketing programs. Presented ideas for client presentations and pitches. Transitioned and collaboratively worked to execute and deliver Reebok's Athletic Rebrand Launch.

SKILLS

Adobe Creative Suite

Problem Solving, Idea Generation, Brand Identity & Story Telling

Group Collaboration, Leadership, Client Facing Presentation

Experiential Engagements & Design Execution

Photography *Events, Lifestyle and Still Life*

Social Media Platforms

EDUCATION

SYRACUSE UNIVERSITY • SYRACUSE, NEW YORK • MAY 2012

School of Visual and Performing Arts

B.F.A Communications Design

Minor: Art Photography

SEMESTER AT SEA • UNIVERSITY OF VIRGINIA • SUMMER 2010

Mediterranean Voyage

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