

# SUSAN BRESCIA

@ suebrescia@cox.net

www.suebrescia.com/artwork-design

401-481-1310

315 Old River Road, Manville, RI  
02838

## PROFESSIONAL SUMMARY

Experienced freelance artist and creative director bringing 25 plus years experience in ad agency, B2B and B2C environments. Solid and versatile background in graphic design with a deep understanding of marketing strategies. Organized, communicative, strong work ethic and skill in customer relations. Collaborative team player with a keen eye for detail and a proficiency in the Adobe Creative Suite.

## SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Audacity and Pro Tools
- Wrike Task Management tool
- Strategic planning
- Print and media buying
- Corporate Branding
- Budgeting and scheduling
- Graphic design
- Layout
- Photo re-touching
- Illustrating
- Print production
- Digital imagery
- Web user interfaces
- Copywriting
- Team building and mentorship
- Art direction
- Project management
- Highly organized
- Communication skills
- Exceptional work ethic

## TRAINING

**Apple Training**  
(Mac OS Advanced Systems)

**AGI Training**  
Adobe Creative Suite Advanced

**AE Schwartz and Associates**  
Leadership and Management Training

**RIMES**  
Lean Manufacturing  
Value Stream Mapping  
Lean Office

## WORK HISTORY

**Hodges Awards Company - Creative Director**  
Portsmouth, RI 4/1995 - 4/2020

- Served as creative director for a thriving awards company with \$14M a year in annual revenue and 130 employees.
- Designed and produced fourteen B2B catalogs annually.
- Created e-blasts, landing pages and various web content.
- Designed marketing materials for advertising campaigns.
- Created product videos for the company website.
- Produced copy for print, social media and SEO as needed.
- Managed all aspects of campaign design, including innovation, development, and implementation.
- Hired and managed staff of copywriters, designers, and photographers.
- Organized, managed and maintained library of digital assets used throughout all marketing channels.
- Identified and contracted printers that could meet annual cost, schedule, quality and co-mail needs.
- Managed creative department budgets, vendor contracts and production to press schedules.
- Integrated and maintained Macintosh computers and software for entire creative department.
- Sourced and contracted various OEM's (print production equipment) to fill gaps in production and/or replace antiquated systems.
- Yearly strategic planning and quarterly operations team member.
- Fostered relationships with external partners to ensure company business objectives were met.

**Emond Advertising - Art Director**  
Pawtucket, RI 1/1985 - 1995

- Created, pitched and sold millions of dollars of advertising campaigns (in television, radio, and print).
- Assisted in photo shoots and grand opening events.
- Sourced print jobs.
- Hired and managed freelance copywriters.
- Scouted talent and hired models.
- Wrote jingles for commercials.
- Assisted in the production of television commercials.
- Designed and produced 2-D packaging.

## EDUCATION

CCRI  
Associate in Arts Degree

## CERTIFICATION

Rogers Tech  
Technical drawing

## PUBLICATIONS

A&E Awards Magazine (Cover)  
Ad Week Magazine

## SEMINARS

NEMOA (NE Mail Order Assoc.)  
Seminar Roundtables and Sessions

## HOBBIES

- Charcoal drawing
- Music composition
- Songwriting
- Musician
- Cycling
- Nature
- Theatre
- Family
- Volunteering

## Freelance Artist 1992 - 2018

Client list includes but not limited to:

Smith Barney  
JH Breakell & Company  
The Platinum House  
Kathleen S. Connell (former Secretary of State of Rhode Island)  
Blithewold Mansion, Gardens & Arboretum  
William Aldrich Estate  
WLNE - 6 (on-air graphics)  
Greater Woonsocket Chamber of Commerce

- Designed and produced numerous catalogs, brochures, illustrations, invitations, posters, business cards, letterhead, logos, flyers, print advertising, e-blasts, web banners, and web images.

References upon request

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