

LOUIS BROCCOLI
MARKETING ART DIRECTOR
SOCIAL MEDIA & LIFECYCLE MARKETING

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Based out of New York & Miami

BIO

10 YEARS EXPERIENCE working in digital marketing and 5 years of managing a team of freelance and full-time designers and motion designers. I have successfully worked with cross channel partners on campaigns from conception to launch within the social media, email, and paid media space. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

EDUCATION

SCHOOL OF VISUAL ARTS

Bachelor of Fine Arts (BFA), Motion Graphics

SKILLS

PROFICIENT in the Adobe Suite & Figma

SKILLED in fine art, illustration, photography, painting, and motion graphics

COMFORTABLE utilizing project management tools such as Monday, Basecamp, Jira, and Invision

EXPERIENCE

HBOMAX, WARNER BROTHERS DISCOVERY

FREELANCE SENIOR DESIGN MANAGER | MAY 2023 - PRESENT

SENIOR DESIGN MANAGER | MAY 2021 - JANUARY 2023

FREELANCE DESIGNER | MARCH 2021 - MAY 2021

Work closely with Design Management to oversee the workload of a team of designers. Collaborate with the Senior Motion Designer on the conception and design of animated assets for our social platforms, and email blasts. Participate in the brainstorming of large 360 campaigns such as Holiday, Pride, Women's History, Black History, AAPI, Juneteenth.

- Put into place processes for the designers to proactively prepare and deliver key art assets to the marketing team, and for the marketing team to more effectively request assets from the design team
- Rebuilt and completely redesigned the customer onboarding email experience to reflect the current brand identity
- Implemented a 'premiere to finale' email cadence for HBO & Max Original series by Tier

WUNDERMAN THOMPSON, VOLKSWAGEN/MEETUP/HAUTE HIPPIE/COMCAST

FREELANCE MARKETING DESIGNER | NOVEMBER 2019 - MARCH 2021

- Designed digital marketing assets for Volkswagen, and updated brochures to align with current features for each of the vehicle models
- Created a landing page for the new Volkswagen warranty program, and worked on a win back email campaign to target customers who have opted out of Volkswagen emails
- Produced paid media assets for both Comcast and Meetup
- Worked on a new email cadence for the Haute Hippie relaunch

MEETUP, WEWORK

LEAD MARKETING DESIGNER | MAY 2019 - NOVEMBER 2019

Worked closely with the VP of Marketing to concept and execute marketing collateral for Meetup & Meetup Experiences. Oversaw the work of our designer/front end developer, and a digital agency who was responsible for building out landing pages and marketing emails.

- Designed digital marketing campaign banners and corresponding landing pages that are used to target customers with specific interests in order to maximize Meetup organizer conversion
- Collaborated with the social media manager and videographer to create and edit video content for Meetup & Meetup Experiences
- Created email templates to improve customer engagement for Meetup Experiences

BROOKS BROTHERS

DIGITAL DESIGN MANAGER | MAY 2016 - MAY 2019

Managed a team of 4 designers and served as the main point of contact for all digital requests. Oversaw the design of all social posts, emails and site assets for both Brooks Brothers main line & Red Fleece collection.

- Created compelling videos and animations to be used across social media and paid advertising
- Designed the logo for the Brooks Brothers 200th anniversary which was used throughout the year on all digital and print marketing and advertising materials
- Executed large marketing initiatives with brand partners such as Supima, Woolmark, Pitti Imagine Uomo, Zac Posen, & Rizzoli.
- Partnered with the in-house photo studio to shoot product photography that reflects the brand identity
- Assisted with the responsive site redesign of BrooksBrothers.com
- Maintained of the Brooks Brothers App via the mobile commerce platform PredictSpring

EXPERIENCE PRIOR TO 2016

PVH CORP - SPEEDO | MARCH 2016 - MAY 2016

AÉROPOSTALE | DECEMBER 2015 - FEBRUARY 2016

RALPH LAUREN | AUGUST 2015 - DECEMBER 2015

AMAZON | MAY 2015 - AUGUST 2015

WEST ELM | JULY 2014 - MAY 2015