LOUIS BROCCOLI

LIFECYCLE MARKETING ART DIRECTOR

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Based out of New York & Miami

BIO

12 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

FOXONE, FOX CORPORATION
FREELANCE MARKETING DESIGNER | AUGUST 2025 - SEPTEMBER 2026

- Partner closely with the Creative Operations Manager to create digital marketing assets for the newly launched streaming app, FoxONE
- Heavily focused on the production of paid media assets for Sports, Entertainment, and News
- Work with the social media team to create both paid and organic assets for Instagram and TikTok
- Created a cohesive visual design to be used for assets when promoting upcoming seasons of new and preexisting streaming content

FREELANCE DESIGNER, AUGUST 2024 - AUGUST 2025

- BDP HEALTHCARE
- THE TURK GROUP

HBOMAX, WARNER BROTHERS DISCOVERY
FREELANCE SENIOR DESIGN MANAGER | MAY 2023 - AUGUST 2024
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 indentity
- Implemented a 'prepremiere 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 worked on a win back email campaign to target customers who have opted out of 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

DESIGN EXPERINCE PRIOR TO 2020
BROOKS BROTHERS | PVH CORP - SPEEDO | AÉROPOSTALE | RALPH LAUREN | AMAZON | WEST ELM