



# martin pieracci

art director and wearer of many hats

## skills

art direction  
corporate identity  
brand development  
concept development  
client management  
social media  
management  
logo design  
digital marketing  
packaging  
corporate identity  
direct marketing  
photography  
video production  
project management  
asset management  
business development  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe Bridge  
PowerPoint

Training on:

Adobe Premiere  
Adobe After Effects  
Adobe XD

I am fully equipped to work remotely with enhanced MacBook Pro and industry standard software. I also have a small photo studio and professional camera equipment.

## background

As a senior art director with 30 years of experience in brand identity, web, social marketing and print, I have a solid grasp of concepting and the ability to see the bigger picture. I am adept at integrating artistic integrity into a successful marketing plan in a wide variety of industries.

My experience spans both large agencies, working with cross-functional teams and in-house marketing, and small agencies where I have been the lead creative function for all projects. In the small team environment, I have been responsible for strategy, concepting, creative direction, as well as execution and supervising production staff.

I work extremely well under pressure. With technical proficiency and years of experience, I work quickly and efficiently without sacrificing quality.

## core competencies

- Collaborating with clients from first contact and pitch through final implementation
- Creating and maintaining brand identity across all mediums
- Designing and producing web, social media and print content
- Overseeing all creative aspects of client marketing plans
- Strategizing, concepting, executing, and managing creative processes in-house and with vendors
- Managing creative aspects of client marketing plans, including brand identity
- Assembling a team of optimal creative talent for any medium

## experience

**Freelance Art Director** 2018 Italy & Seattle

**Purdie Rogers** 2013 Senior Art Director, Seattle

**Conflare** 2010 Creative Director & Partner, Seattle

**Outsource Marketing** 2008 Creative Director, Seattle

**All Wall** 2005 Art Director, Seattle

**Lorelli Associates** 2003 Art Director, New York

**Atelier Creatives** 2002 Art Director, San Francisco

**Simon Marketing** 2000 Art Director, Los Angeles

**Sudler & Hennessy** 1997 Art Director, New York

**Mezzina Brown** 1996 Art Director, New York

**Gauger & Silva** 1993 Art Director, San Francisco

**clients:** Leer, Pace Edwards, Go Rhino, Chamberlain, California Faucets, Jinko Solar, Caldera Spas, Era Living, Behr Paint, Corcoran Group, SL Green, Cushman Wakefield, Merck, E! Entertainment, RJ Reynolds and numerous local small and mid-size businesses