



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
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 conceiving 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, conceiving, 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, conceiving, 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