



Elisa Rosenblat

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Ten years of experience in design, marketing and advertising. Primary focus is developing and executing creative design and marketing strategies and implementing across a wide variety of media channels. Identifying opportunities and delivering elegant design solutions to marketing challenges while being conscious of budget requirements.

TECHNICAL SKILLS

Design

Photoshop, Illustrator, InDesign, After Effects, Audition, FinalCut Pro, Photography, MS Office Suite, Mac and PC Operating Systems

Social Media

Snapchat, Instagram, Facebook, LinkedIn, Twitter, Pinterest, YouTube, Google+, Socialite

Email Marketing

ExactTarget, Cvent, Constant Contact

Email Testing and Analytics

Litmus

Web & Mobile Prototyping

InVision

CMS

WordPress, CrownPeak, identityManager

*Conversant in Flash, Dreamweaver, html, and css

EDUCATION

Duquesne University

MS Media Art & Technology

Concentration in Multimedia Management

GPA 3.94

La Roche College

BS Graphic & Communication Design

GPA 3.89

EXPERIENCE

Freelance Designer

rue21 / Full-Time Freelancer

Design projects in a full breadth from print to digital. Creating product design, seasonal identities, branding and signage for the retail space. Production of the basic sign kit. Provide art direction for still life photography. Used established seasonal toolkits to develop corresponding digital pieces such as emails, web design, social media graphics and digital advertising.

Philips

Set designer for photo shoots. Select and arrange all the scenery, furniture and props that will be captured in a scene for lifestyle and product photography.

Philips Respironics

Art Director

Provided art direction for packaging and photography for the sleep and respiratory division of Philips. Worked with product managers, product designers, engineers, marketing teams, agencies and vendors to achieve high quality products and design. Designed packaging, its functionality and sourced materials with vendors. Worked within budget parameters when determining materials and design features of a package. Created product and lifestyle shot lists to maximize efficiency of time spent in photography studios. Provided art direction on set. Coordinated with the project manager to ensure all deadlines were met.

BNY Mellon

Digital Art Director / 2012 - 2015

Senior Graphic Designer / 2010 - 2012

Managed a concise team and over saw all digital design from concept to production. Managed the creation of digital ads, videos, social media and emails and assisted in the visual look of the corporate website, intranet and brand center. Worked closely with the print team to develop and evolve the brand, roll out guidelines and ensured brand consistency throughout all channels globally. Managed creative briefs, RFP's and freelancers to support brand and advertising initiatives. Key liaison with clients — learning their needs, requirements and limitations, and identify their goals and objectives. Used strategic thinking to problem solve and develop tactical plans for marketing initiatives. Owned projects at a detailed level and presented to key stakeholders.

The Paradiso Group

Graphic Designer

Started with a summer internship that evolved into a design position. Designed identity work, advertisements and assisted with client pitches. Assisted creative director on photo shoots and commercial sets.

North Hills Challenge Program

Design Teacher

Created lesson plans and taught an introductory 13 week course on Adobe Photoshop and Illustrator to 7th and 8th grade students. Taught for three semesters.