

CYNTHIA SACCOMAN

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ART DIRECTOR, GRAPHIC DESIGNER, AND ILLUSTRATOR

A top-performing art director and design professional credited with combining creativity and business development expertise to deliver substantial results in highly competitive commercial environments. Strong expertise in brand oversight, advertising campaign coordination, and the design and execution of marketing and promotional materials. Highly accomplished in the productive use of social media platforms to enhance product awareness and reception.

AREAS OF EXPERTISE

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| ▪ Marketing & Sales Collateral | ▪ Direct Mail Packages & Catalogs | ▪ Newsletters & Sell Sheets |
| ▪ Print & Outdoor Advertising | ▪ Annual Reports | ▪ Team Development |
| ▪ Brand Strategy & Development | ▪ Digital & Static Ad Displays | ▪ Photoshop, Illustrator, InDesign |
| ▪ Print Production & Vendor Management | ▪ PC & Mobile Web Design | ▪ Social Media Development |
| | ▪ Package Design & Promotional Art | ▪ TV & Photo Shoot Supervision |
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KEY SKILLS ASSESSMENT

TECHNICAL PROFICIENCY – Efficient and precise production and creation of graphic assets through the use of industry standard software combined with a sound background in traditional drawing and design techniques.

CREATIVE TALENT – A reliable and committed team player bringing well-developed creative abilities and an in-depth understanding of marketing and product positioning goals to optimize design strategies and drive performance.

PROFESSIONAL EXPERIENCE

WEBSTER BANK, WATERBURY, CT 2005 – 2016

ASSISTANT VICE PRESIDENT, ART DIRECTOR

- Developed and supervised the design and production of all materials to support strategic marketing campaigns and product initiatives resulting in acceleration of new customer acquisition, and higher customer retention rates.
- Boosted brand awareness and consumer utilization of bank's products and services with the creation of effective displays, brochures, print and outdoor advertising, direct mailers, web banners, and promotional landing pages.
- Increased efficiency and reduced costs through the development and staffing of a full-service in-house creative services department to replace outsourced production, design, and copywriting vendors and resources.

THERMOSPAS HOT TUB PRODUCTS, INC., WALLINGFORD, CT 2001 – 2005

SENIOR GRAPHIC DESIGNER

- Reinforced company's marketing efforts with the creation of catalogs, sell sheets, flyers, and instructional inserts.
- Supervised the production of effective TV commercials, and coordinated the artistic direction of photo shoots.
- Successfully managed and optimized the productivity of junior designers and freelance design personnel.

BRANN WORLDWIDE LLC, WILTON, CT 2000 – 2001

GRAPHIC DESIGNER

- Designed direct mail packages for Fleet Bank resulting in substantial improvement in new customer acquisition.
- Supported new product rollouts by creating national print ads for high-profile clients including IBM and Merck.

UNITED ABRASIVES, INC., WILLIMANTIC, CT 1998 – 2000

GRAPHIC DESIGNER

- Essential member of marketing team; developing catalogs, sell sheets, packaging designs, forms, and labels for industrial products targeting distributors throughout the U.S. and Canada.
 - Supervised photo shoots and print production of catalogs to ensure highest quality representation of products, aesthetic consistency, and an exceptional finished product.
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EDUCATION

Bachelor of Arts, Graphic Design and Illustration, University of Connecticut, Storrs, CT

AFFILIATIONS & COMMUNITY INVOLVEMENT

InSource.org, Social Media Director ▪ AIGA, National and Connecticut Chapters
Habitat for Humanity ▪ United Way ▪ National Down Syndrome Society ▪ Special Olympics
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