

 Canton, Ohio

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 adambuttacavoli.com

## EDUCATION

ART INSTITUTE OF PITTSBURGH

2003-2007 - B.S. GRAPHIC DESIGN

 Dean's List - Multiple Quarters

 Member - National Technical Honor Society

## SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PREMIERE

DAVINCI RESOLVE

WORDPRESS

WEB

FIGMA

UI/UX

# ADAM BUTTACAVOLI

CREATIVE DIRECTOR + GRAPHIC DESIGNER



## EXPERIENCES

### SCW FITNESS EDUCATION

2022-2023 Associate Creative Director

Managed creative efforts across multiple brands and product lines. Worked directly with Creative Director to plan creative initiatives and develop individual brand standards and looks for each event / product. Fully managed entire video production & editing efforts for live event filming, as well as video shoots for two individual sub-brands on a quarterly basis.

2019-2022 Senior Graphic Designer

Led email marketing initiatives and helped to develop individual brand standards. Role covered everything from web design, print, copy writing, email marketing, video editing & web development. As part of a small team this position needed to be able handle a little bit of everything and do it quickly.

### OPEN M

2017-2019 Marketing Manager

Solely responsible for all marketing, design, social media & creative efforts for mid-sized non-profit. Conceptualizes, creates and executes all forms of organizations marketing efforts in print, digital, web and paid search. Was an integral part of event planning & fundraising efforts.

I led a full overhaul of every bit of marketing strategy. All print collateral was in dire need of updating and brand elevation along with a very out dated web presence and lack of ability to accept payments & donations online. Part of my efforts focused around the 50th anniversary of the organization and resulted in the largest fundraising efforts in the organizations past. Solely responsible for all marketing, design, social media & creative efforts for mid-sized non-profit. Conceptualizes, creates and executes all forms of organizations marketing efforts in print, digital, web and paid search. Was an integral part of event planning & fundraising efforts.

### UNIVERSAL MEDIA SYNDICATE

2016-2017 Digital Marketing Manager

Lead creative of all e-commerce projects and manager of all web related assets. Works directly with clients to plan and execute all email blasts, web promotions and social media accounts. Still maintains creative roll in print advertising as well.

2015-2016 Senior Designer Interactive Media

Continuing role in photo + video production and creative direction. Responsible for all email + web marketing materials, with implementation. Tasked with helping to lead a DM print company into digital / web focused marketing strategies.

2007-2015 Graphic Designer

A member of a two person SWAT team charged with executing all major advertising imagery for national publications. Focused primarily in photo manipulation, package design, branding, layout and photo + video productions.