

Carlos Gandolfo

Art Director

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Strategic and visionary individual with substantial experience in leading creative teams to conceptualize and execute compelling visual campaigns to enhance brand engagement/awareness. Demonstrated ability to develop distinctive creative concepts that resonated with client goals and brand identities. Proven expertise in storytelling, branding, and graphic design. Known for exceptional leadership in dynamic marketing environments, fostering collaborative relationships, and steering cross-functional teams towards cohesive brand messaging and visual consistency. Adept at staying abreast of emerging trends in design and technology to continuously elevate creative standards and deliver exceptional results.

Areas of Expertise

- Creative Direction
- CRM & Social Marketing
- Multimedia Campaigns
- Impactful Presentations
- Influencer Collaboration
- Branding & Identity
- Design Expertise & Trend Awareness
- Creative Concept Development
- Cross-Functional Team Leadership

Professional Experience

Art Director | Yahoo

2021 — Present

Directed digital campaigns, presentations, and scripts to bolster product promotions, ensuring alignment with brand vision and market trends. Partnered collaboratively with multiple departments to enhance multimedia advertising campaigns, elevate performance metrics, brand visibility, and audience engagement. Inspired colleagues via compelling presentations, championing for augmented budgets and stakeholder endorsement.

- Revamped Yahoo's web banner guidelines, resulting in 30% increase in user engagement and garnering commendable performance feedback.
- Crafted 5,000+ deliverables, demonstrating design versatility through tailored assets for impactful visual presence across diverse web banner platforms.
- Developed impactful social media campaigns, driving 50% surge in engagement and 20% boost in follower count.
- Delivered compelling creative concepts to clients, achieving 80% approval rating.
- Achieved in-house award for creative excellence.

Art Director | Great Bowery

2020 — 2021

Managed social media campaigns for beauty and fashion brands, ensuring high levels of viewer engagement and interaction. Orchestrated comprehensive visual strategies, aligning influencer selection with brand authenticity and market targets. Employed advanced design expertise to craft compelling visual presentations, mentoring influencers in narrative effectiveness. Oversaw cross-platform content consistency, enhancing brand presence and consumer connection.

- Achieved substantial increase in social media followers for brands through targeted campaign leadership.
- Maintained cutting-edge design skills and industry trend awareness to deliver innovative campaign solutions.
- Designed an average of 20 high-quality images weekly for social media channels, leading to 42% increase in follower growth.

Senior Graphic Designer | Zeta Global

2015 — 2020

Developed innovative campaigns that resonated with audiences and drove engagement, resulting in industry recognition for design proficiency and narrative capabilities. Collaborated with account executives' teams to ensure cohesive brand messaging across various platforms. Managed project timelines and resources, consistently delivering high-quality designs within budget constraints.

- Promoted to Senior Designer, actively shaping email marketing design trends and driving impactful enhancements to elevate the company's visual strategies.
- Built high-performing creatives for numerous high profile brands, consistently driving exceptional results.
- Facilitated team of 5 junior graphic designers, fostering growth in department output and ensuring timely project completion.

Education

Bachelor of Arts in Graphic Design | Academy of Art University