

## **Emily Fitterman**

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**Online portfolio: [www.fitterman.net](http://www.fitterman.net)**

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### SUMMARY

Art Director and Graphic Designer skilled in conceptualizing and developing high-impact marketing material, brand identities, print design, web design, social media, and electronic collateral. Extensive experience designing for small, medium and large businesses, agencies and brands. Track record of meeting demanding deadlines, communicating effectively, and leading by example. Dedicated to finding the most cost-effective and creative solutions for all challenges.

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### EXPERIENCE

#### **Senior Graphic Designer**

##### **Rodman Media, Montvale, NJ**

November 2019 – Present

- B2B magazine design, e-books, logos and ads (Happi, Beauty Packaging, Nonwovens Industry).
- Support internal advertising agency and digital marketing team with design of web banners, social media campaigns, email blasts, webinar and podcast graphics.
- Develop promotional material, media kits and presentations for sales team.

#### **Art Director/Designer**

##### **Emily Fitterman Design**

April 2009 – November 2019

Offered a full range of design services and cross-channel marketing for a variety of industries including corporate, retail, financial, non-profit, healthcare, publishing, and more.

- Advertising and Branding: logos, ads, direct mail, presentations.
- Print Design: brochures, annual reports, magazines, book covers and interiors, whitepapers, photo retouching.
- Digital Design: web banners, social media ads, email blasts, landing pages, websites, e-books.
- Tradeshows: exhibit and booth graphics, invitations, promotional marketing.

**Clients:** Jackson Hewitt Inc., HR Acuity, New York Power Authority, New Jersey Sharing Network, American Dental Hygienists' Association, Get Insured, American College of Osteopathic Family Physicians, Konica Minolta, Benjamin Moore, Fuji Film, American Speech and Hearing Association.

#### **Senior Graphic Designer**

##### **Jackson Hewitt Inc., Parsippany, NJ**

May 2004 – April 2009

Directed and designed marketing material for over 6,600 franchised and corporate-owned locations.

- Managed creative design and brand standards as an integral part of a fast-paced marketing department.
- Designed segmented direct mail, brochures, postcards, advertisements, logos, posters, banners, billboards, convention material, web banners, email blasts and local store marketing.
- Successfully managed print vendor relationships, scheduled print runs, and negotiated printing costs.
- Designed material for sports marketing sponsorships with NASCAR and NJ Nets

**Senior Graphic Designer**

**Petco Animal Supplies, Inc., San Diego, CA**

December 2001 – March 2004

Designed advertising material for 850+ locations nationwide.

- Designed annual reports, logos, store signage, direct mail, package design, postcards, trade show collateral for pet supply vendors, and circulars.
- Directed product and live-animal photo shoots which included extensive photo retouching.
- Designed web banners, email blasts, and pop-up windows for Petco.com.

**Art Director**

**Random House / Golden Books Publishing, New York, NY**

June 2000 – September 2001

Oversaw creative direction of retail marketing art department, managing direct reports and freelancers.

- Managed all catalogs, sell sheets, POP displays, event kits, banners, posters, and advertisements for licensed and proprietary products.
- Provided signage and sales material for industry trade shows.
- Collaborated daily with online marketing manager to ensure retailers received effective web pages.
- Worked directly with printers and corporate sales representatives to ensure projects stayed on budget and on time.

**Art Director**

**Thomson Financial / The Bond Buyer, New York, NY**

May 1998 – June 2000

Directed art department and managed direct reports to produce a daily financial newspaper.

- Spearheaded a complete redesign of the newspaper.
- Designed and produced full-color supplemental publications and broadsheet conference magazines.
- Negotiated contracts and hired photographers for photo shoots nationwide.

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EDUCATION

School of Visual Arts, New York, NY  
BFA, Advertising

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SKILLS

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Acrobat Professional, After Effects, XD,  
Dreamweaver, Microsoft Office: Word, Excel, PowerPoint, Outlook, HTML