



wendy barbalinardo

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Royersford, Pennsylvania 📍

experience

ASSOCIATE CREATIVE DIRECTOR, July 2023 to Present **Colangelo Synergy Marketing, Remote from PA as of 2018**

- Manage a team of creatives, project timelines and encourage executional excellence
- Organize creative team's everyday workloads while making sure they always feels supported, and help them find opportunities for growth within each project
- Effectively present work to clients to sell in concept and design executions while helping to secure new projects and business when possible
- Work to maintain, build and grow agency-client relationships
- Ensure consistency is maintained for clients across multiple brand touch points
- Collaborate with the account team to develop timelines and estimates for new project requests

SENIOR ART DIRECTOR, May 2016 to July 2023 **Colangelo Synergy Marketing, Remote from PA as of 2018**

- Managed the Vitafusion and L'il Critters Gummy Vitamin brands and client relationships on a day to day basis
- Ensured brand consistency was maintained across multiple brand touch points for various brands
- Worked with the account team to create timelines and estimates
- Developed packaging, branding, point of sale, in-store displays, print, digital assets and social media content
- Led the launch and creative direction for the Vitafusion and L'il Critters Instagram accounts
- Presented work and ideas effectively to clients to sell in concepts and new design executions
- Creative lead for "Our Darien" – a 360-degree awareness campaign combating underage drinking in the town of Darien
 - "Our Darien" was awarded a highly coveted presentation slot at the 2017 National Prevention Conference
- Work with team to concept platform ideas and develop key visuals to help sell ideas into client
- Developed packaging designs for new Filippo Berio products that feel unique to each product launch, but maintain brand integrity

ART DIRECTOR, Feb. 2013 to May 2016

Colangelo Synergy Marketing, Darien, CT

- Designed logos, print, point of sale, event activations, social media content, and TV spots for Trojan Brands
- Improved upon the Trojan brand look and feel, implemented brand consistency and developed a style guide
- Led the design, planning and execution of the Trojan College Consent "Ask for it" campaign and nationwide campus tour
 - 360-degree campaign touch points included: logo design, print, digital, social media, event planning and PR
- Collaborated as part of a core team to bring the Trojan "Pleasure of Protection" campaign to life
 - Campaign components included: logo design, style guide, print ads, web banners, event activations and TV spots

Previously Held Position: Junior Art Director, July 2011 to Feb. 2013

FREELANCE DESIGN

Stay Tuned (Tony Angelo) Youtube Channel, 2022-Present, Remote

- Produce weekly thumbnail images for the Stay Tuned Youtube Channel (189K Subscribers) as well as design print collateral for events
- Serve as a consultant for the art direction of the brand

Kriativ Co, 2018 to 2020, Remote

- Developed branding, mood boards, and brand assets PR and collateral for aspiring entrepreneurs and Kriativ Co clients
- Designed brand guidelines, business cards, monthly newsletter layouts, and print and web marketing materials

education

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

Savannah, GA, June 2011

Bachelor of Fine Arts in Graphic Design

Minor: Advertising Design

Magna Cum Laude

Australia Off-Campus Program, SCAD, December 2008

skills

- Adobe CC: Photoshop, Illustrator, InDesign
- Microsoft Office and presentation design
- Maintaining strong client relationships
- Creative concepting & ideation
- Team leadership & management
- Project and brand management
- Ensuring brand integrity/consistency
- Photo retouching and manipulation
- Social media content creation
- Team building