

Duane J Belotti

ART DIRECTOR/MARKETING

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Portfolio duanebelotti.com

SUMMARY

An accomplished art director/senior graphic designer specializing in marketing with the proven ability to create exceptional branding programs and content marketing materials. Looking for a new challenge to grow with a company and apply my knowledge and expertise. I have a proven track record of improving a company's image and increase sales in many diverse industries.

CORE STRENGTHS

- Extensive print and digital media experience 20+
- Excellent communication and management skills
- Socially engaged in the community
- Outstanding problem-solving abilities
- Strong interpersonal and technical skills
- Flexible and adaptable to project changes

WORK EXPERIENCE

Art Director/Senior Designer/Marketing 2022 – Present

DB Graphic Designs (marketing, design & advertising)

Providing consulting services for companies in need of digital content marketing, responsive websites, maintenance and hosting services. I have designed websites for various clients improving market reach and presence with some averaging 22% more traffic after the redesign. Create marketing and branding strategies for businesses using an omnichannel approach to measuring goal objectives. Social media promotion and graphics for FB, IG, TW and YouTube. Print services include brochures, direct mail and logo design.

Senior Graphic Designer 2018 – 2022

Maximum Human Performance (health & wellness)

As the Senior Graphic Designer/Art Director I was responsible for the creation of all design and marketing materials. Providing innovative solutions with a clean contemporary design style, in a fast-moving environment.

- **Package Design:** responsible for all packaging, graphics, and branding consistency for its 3 National Supplement Brands (MHP, MuscleMeds, Fit&Lean), which included over 50 different products
- **Marketing & Design:** branding, magazine and trade ads, digital prepress, photo retouching and product rendering, logos, trade show graphics, sell sheets, advertising, poster design, infographics, T-shirt design
- **Digital:** UX/UI design, website design, digital assets, slide show and web banners, email graphics
- **Social Media:** banners and post graphics for Facebook and Instagram

Art Director/Digital Designer 2016 – 2018

Evogen (medical testing genomics) - My key role was to rebrand their image into a more contemporary look and incorporate the branding into their websites for an improved online presence.

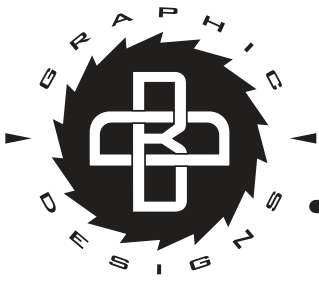
Senior Designer 2015 – 2016

Pocket Recruiter (candidate tech recruiting) - My responsibilities included all branding and design of the content marketing elements on all media platforms such as UX/UI design, wireframes, sales aids and social media. These assets created a professional look for the company to sell and market it's service to investors.

Art Director/Graphic & Digital Designer 2012 – 2015

DB Graphic Designs (marketing, advertising, freelance & consulting services) - *Clients include:*

- Transgenomic** (medical genomics) Rebranded all marketing materials, brochures, catalogs, trade shows.
- BioReference** (lab diag services) Print & digital media, UX/UI, website, brochures, trade shows.
- One World DMG** (pharmaceutical) Produced sales aids, packaging, photo retouching, 3D prototyping.



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EDUCATION

Rutgers University

Mini MBA - Digital Marketing

Includes techniques of thinking strategically, implement and design effective digital marketing programs, support and track across your organization and synthesize the data to measure return on investment.

Online Course

Bloomfield College

Professional Certificate: Web Master Program - Web Designer

Bloomfield NJ

The Ohio State University

Bachelor of Science: Industrial Design - Major in Visual Communication – GPA 3.5

Columbus, OH

SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, iMovie, After Effects
Word, PowerPoint, Outlook, HTML, WordPress, CMS, Slack - Facebook, Instagram, YouTube, Twitter

INDUSTRIES

With extensive experience across multiple industries including health, wellness, technology, medical and pharmaceutical, I have acquired a diverse skill set and a unique perspective on the business landscape.

PACKAGE DESIGN

- Maximum Human Performance Health & Fitness
- GAF Materials Corporation Manufacturing
- Reeves International Toy Industry
- SRD Marketing Group Advertising

UX/UI

- Pocket Recruiter Recruiting
- BioReference Laboratories Lab Diagnostic

PRINT COLLATERAL

- Verizon Business Technology
- Lucent Technologies Technology
- Atlantic Mutual Companies Insurance
- Model A Fitness Fitness
- One World DMG Pharmaceutical
- Knoll/BASF Pharmaceutical Pharmaceutical
- Liberty Science Center Museum Industry
- Transgenomic Medical Genomics

PRINT COLLATERAL / MAGAZINE ADS

- Presperse Cosmetics
- AT&T Technology
- Arctic Falls Beverage
- Hoboken Floors Manufacturing

WEBSITE DESIGN

- ARENA Relive The Rock Music
- Bloom Meta Health Medical
- Franklin Steakhouse Food Service
- Evogen Medical Testing
- Equipment Sales & Service Trucking
- JDG Developers Construction
- LT Installations Construction
- Domenico Homes Construction
- Jerry-ring Medical Instruments
- Melli Guerin & Wall PC Legal
- Kelly Kelly Marotta & Lafferty Legal
- Janell Weinstein, Esq. Legal
- Isshinryu Karate Health
- Tom Hilcken Productions Wellness
- Dr. Robi Ludwig Wellness
- Party Magic Entertainment Entertainment
- Steve Bloom Entertainment Entertainment
- RFP Neurology Neurology

FULL SERVICE AGENCY

- DB Graphic Designs Marketing & Design
- Logical Design Solutions Marketing & Design
- David Block Advertising Advertising
- Camarés Communications Advertising