



Duane J Belotti

ART DIRECTOR / SENIOR GRAPHIC DESIGNER

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SUMMARY

An accomplished art director/senior graphic designer specializing in print and digital graphic design and 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
- Outstanding problem-solving abilities
- Strong interpersonal and technical skills
- Flexible and adaptable to project changes
- Socially engaged in the community

WORK EXPERIENCE

Senior Graphic Designer/Marketing *2022 – Present*

DB Graphic Designs (marketing, design & advertising)

- Providing brand design, digital content marketing, websites, maintenance and hosting services.
- Create marketing and branding strategies using an omnichannel approach to measuring goal objectives.
- Social media promotion and graphics for FB, IG, TW and YouTube. Print services include brochures, banners, direct mail, logo design and branded apparel.
- **Nonprofit:** graphic design, coordinating of booking band entertainment, MC and stage manager duties.

Senior Graphic Designer *2018 – 2022*

Maximum Human Performance (health & wellness)

- Responsible for the creation of all design and marketing materials. Providing innovative brand solutions with a clean contemporary design style, in a fast-moving environment.
- Manage all packaging, graphics, and branding consistency for its 3 National Supplement Brands (MHP, MuscleMeds, Fit&Lean), which included over 50 different products.
- Create marketing material including solutions of selling copy & imagery for magazine and trade ads.
- Digital prepress, retouching endering, logos, trade show graphics, sell sheets, advertising, poster design, infographics, typography, T-shirt design.
- Digital creation of websites, digital assets, UX/UI design, slide shows, web banners, email graphics.
- Design digital advertising banners and post graphics for Facebook and Instagram.

Art Director/Digital Designer *2016 – 2018*

Evogen (medical genomics)

- Complete rebranding of their company image and message for an improved online presence.

Senior Designer *2015 – 2016*

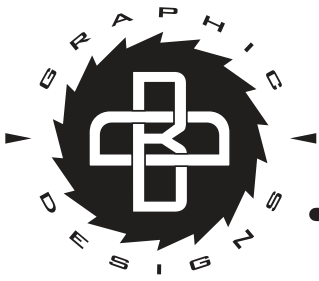
Pocket Recruiter (candidate recruiting)

- All branding and design of the content marketing elements on all media platforms such as UX/UI design, wireframes, sales aids and social media.

Art Director/Graphic & Digital Designer *2012 – 2015*

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

- **Transgenomic** (medical genomics) Rebranding of marketing materials, brochures, catalogs, trade shows.
- **BioReference** (lab diagnostics) Print and 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.

Certificate Program

Bloomfield College

Professional Certificate: Web Master Program - Web Designer Module

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 Diagnostics

PRINT COLLATERAL

- Verizon Business Technology
- Lucent Technologies Technology
- Atlantic Mutual Companies Insurance
- Model A Fitness Fitness
- One World DMG Pharmaceutical
- Knoll/BASF Pharmaceutical Pharmaceutical
- Evogen Medical Genomics
- 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