Danielle Candreva Art Director | Production Manager

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CORE COMPETENCIES:

- HTML
- CSS
- Adobe Creative Suite
- Javascript

- Figma
- Trello
- Production & Project Management
- Time Management

- GIT
- Direct & Email Marketing
- Cross-Functional Team Leadership
- Branding & Identity

15+ years of experience in managing and mentoring teams, establishing design and workflow processes, and overseeing production. Skilled in project management, HTML, CSS, Adobe Creative Suite, and direct marketing. Proven track record of increasing brand visibility and engagement. Ready to bring strategic leadership and production expertise.

PROFESSIONAL EXPERIENCE

ART DIRECTOR | PUBLISHERS CLEARING HOUSE, JERICHO, NY | JUNE 2021 – PRESENT

- Managed and mentored the ecommerce production team, optimizing workflows and troubleshooting issues, resulting in a 20% increase in efficiency.
- Designed and coded responsive emails to engage consumers using HTML, CSS, and Adobe Creative Suite increasing user engagement by a minimum of +25 CTR, per email.
- Operated as a key point of contact, serving as a project manager for multiple project resources, prioritizing and managing tasks to complete simultaneous assignments with ever-changing deadlines.
- Oversaw all phases of production for various emails, landing pages, and bonus pages; primary supervision on production of artwork.
- Instructed and assisted the development team with front-end programming modifications requested by Marketing, CCO and Creative Director, as well as conveying necessary changes to avoid operational QA and deployment issues.
- Liaised with cross-functional teams on a daily basis to guarantee production, projects and assignments were on schedule and that the correct information to complete tasks was provided to the team.
- Created co-branded email ADS for clients such as Proactive, Insurify, FinanceBuzz and Renewal by Andersen, generating no less than $10K per email.

HEAD DESIGNER: APRIL 2015 – JUNE 2021
- Designed and coded responsive emails to engage consumers, utilizing HTML and CSS.
- Exercised judgment to prioritize and manage tasks to complete simultaneous assignments with ever-changing deadlines.

SENIOR DESIGNER: APRIL 2014 – APRIL 2015
- Built, maintained and troubleshot marketing emails to attract consumers using HTML and CSS.
- Could quickly familiarize with brand goals, integrate style into design and deliver projects on time.

DESIGNER: AUGUST 2008 – APRIL 2014
- Designed images for social media.
- Created contest graphics, light boxes, banner ads, ad units and headers with assistance from marketing.

EDUCATION

BA IN MULTIDISCIPLINARY STUDIES | STONY BROOK UNIVERSITY
CONCENTRATIONS IN GRAPHIC DESIGN, COMPUTER SCIENCE & POLITICAL SCIENCE

CERTIFICATES

[Foundations Of Project Management](#) — GOOGLE | JUNE 2021

- Explains the project management life cycle and compares different program management methodologies.
- Defines organizational structure and organizational culture and explains how it impacts project management.

[Foundations Of UX Design](#) — GOOGLE | SEPTEMBER 2023

- Understand foundational concepts in UX design, such as user-centered design, the design process, accessibility, and equity-focused design.