

# Vincent A. Marotta III

DIGITAL ART DIRECTOR

*digital design & marketing*



## PROFILE

I am a skilled creative professional with a demonstrated history of working in corporate environments, and proven experience in digital marketing.

I serve in an art director role and lead design initiatives for digital and print. I've earned a reputation as a flexible team player with a wide range of skills; and a unique ability to work cross-functionally and independently.

With more than 12 years of career experience, I have obtained a successful track record for producing measurable results on high-level projects.

## CONTACT



(214) 516-2852



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[vmarottadesign.com](http://vmarottadesign.com)

## WORK EXPERIENCE

### Freelance Art Direction

*July 2023 - Present*

*Remote work with clients to determine marketing and design vision within scopes of work and budget.*

- Establish designs through various creative processes and media for use in print and web, and deliver final production and web ready graphics to their desired standards.
- Providing professional advice and guidance to communicate their intended message to a specific audience.
- Clients include JCPenney and Dallas Pride.

### Tuesday Morning

*June 2018 - July 2023 | Dallas, TX.*

*Leading creative role on the Marketing Team for a multibillion, national retail company, with over 500 store locations.*

#### ASSOCIATE DIGITAL ART DIRECTOR *(Sept. 2021)*

- Serving as website admin, I was responsible for all content updates and the general maintenance of [TuesdayMorning.com](http://TuesdayMorning.com).
- Additional responsibilities included, webpage production, testing across platforms and performance optimization.
- Worked directly with Marketing Directors and Board Executives, on the redesign and transition of the company website, from in-store retail, only, to ecommerce.
- In addition to the duties of Senior Digital Designer.

#### SENIOR DIGITAL DESIGNER & EMAIL PROGRAMMER

- Oversaw the design of all digital projects, while adhering to company branding. Such projects included, webpages, emails, and social media graphics.
- Responsibilities also included work on print design projects, such as, store ads, mailers and in-store signage.
- HTML & CSS coding for weekly/monthly customer emails.
- Additional work included art direction on set for product photography and video production.

*\*Also served on the company's Culture Committee.*



## EDUCATION

### Bachelor of Fine Arts, Computer Graphic Arts

University of the Incarnate Word  
2008 - 2012 | San Antonio, TX.

## REFERENCES

### Karen DeLeon

Senior Director of Marketing,  
Tuesday Morning  
(214) 870-2529  
[deleonkaren.kd@gmail.com](mailto:deleonkaren.kd@gmail.com)

### Juan C. Contreras

President,  
Texas Latino Pride  
(469) 867-0613  
[jcontreras@txlatinopride.org](mailto:jcontreras@txlatinopride.org)

### Jason Pena

Digital Design Manager,  
Neora/Nerium  
(214) 334-1634  
[jason@designvscode.com](mailto:jason@designvscode.com)

*\*Additional references available  
upon request*

## WORK EXPERIENCE - cont.

### Texas Latino Pride

2021 - 2023 | Dallas, TX.

*Creative direction for an annual pride festival, that attracts hundreds of attendees each year and raises thousands in proceeds for the local, non-profit organization.*

#### CREATIVE DIRECTOR

- Serving on the Board of Directors, I oversaw all creative for both the event and brand.
- Designed and developed [TXLatinoPride.org](http://TXLatinoPride.org), and responsible for all content updates and its' general maintenance.
- Responsible for the production of all design, which included, flyers, social media graphics, event signage, apparel and more.

### Neora/Nerium

August 2013 - June 2018 | Addison, TX.

*Part of the Digital Marketing Team for a multibillion, global cosmetics company.*

#### SENIOR DIGITAL DESIGNER (March 2015)

- Serving as a leader on the team, I worked on high-level projects while managing day to day project flow.
- Oversaw the design of all digital projects, while adhering to company branding.
- Responsibilities included project delegation, and insuring their completion to meet deadlines.
- Worked directly with the Chief Marketing Officer and Board Executives to redesign and relaunch [Neora.com](http://Neora.com).
- In addition to the duties of Digital Designer.

#### DIGITAL DESIGNER

- Collaborated with other team designers to produce creative assets for digital.
- Responsibilities included work on all digital design projects, such as, webpages, emails and social media graphics.
- HTML & CSS coding for weekly/monthly customer emails.

*\*Established the company's Culture Committee, and served as President*

### WorldVentures

June 2012 - August 2013 | Plano, TX.

*Part of the Creative Marketing Team for a multibillion, global travel company.*

#### GRAPHIC DESIGNER

- Assisted in the design of all print projects, including magazines, booklets, signage, apparel and more.
- Also assisted in the design of digital projects, including webpages and web graphics.

*\*Also served on the company's Culture Committee.*

