

AVRIL LOSACCO

Design & Marketing Professional

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As a driven design and marketing professional trained in creative problem solving, my goal is to deliver results. My sensitivity in understanding the balance of creative design, targeted communication skills, strong team collaboration, and self-direction offers an opportunity to enhance any team. My diverse areas of expertise in Marketing & Advertising, Architecture & Design include, but not limited to;

AREAS OF EXPERTISE

- Art Direction & Graphic Design
- Print & Digital Advertising
- Google Ads & Analytics
- Web Design & SEO
- Brand Marketing & Identity
- Visual Merchandising & Planning

WORK EXPERIENCE

Marketing Director

NCS, National Credit-reporting System (Egg Harbor City, NJ) 2016 - Present

Inspire company growth with strategically positioned initiatives and branded marketing campaigns designed to increase lead conversion and sales revenue campaigns including direct mail, web content, videos, infographics, press releases, newsletters, presentations, blogs, & email templates.

- Restructured the marketing department and graphic efforts of current company by developing their brand identity and guidelines and defining a 'SMART' marketing plan, increasing company brand awareness by 37% within one year
- Develop targeted campaigns which has significantly reduced the time frame for converting leads to clients
- Strategizes SEO and content development for new website, significantly amplifying search visibility and doubling visitor engagement exponentially each month for the first 9-months
- Perform quarterly marketing reports to manage and analyze KPI performance to better execute decisions and improve on budget and resource efficiency

Founder, Creative Director & Marketer

Losacco Creative (Springfield, PA) 2011 – 2019

Creative problem solver, conceptual designer, and visual storyteller executing fresh ideas and marketing solutions that delivered results for clients.

- Achieved quality organic SEO visibility for several small start-up companies that won attention from regional/national television stations, reputable online websites, and celebrity recognition

- Creatively managed, design directed, and audited digital content of over 4,000 products resulting in a more user-friendly e-commerce website increasing customer visibility by 40% and sales by 29% within three months (inlays.com)
- Established an award-winning gelateria from ideation to realization receiving multiple local and regional accolades for brand identity, quality product, and community outreach; included the management and training of staff on customer service and quality food presentation resulting in 4.9 / 5 star reviews and 15-24% monthly growth in customer loyalty (icery.co)
- Freelance Art Director at various advertising agencies producing engaging campaigns in collaboration with creative team

Visual Merchandiser, Interiors & Communication

IKEA (Corporate Pilot Store / Conshohocken, PA)

2012 – 2016

Analyzed and developed creative strategies with sales partners to achieve KPI goals through effective display solutions and planning within prescribed timeline and budget.

- Led and supported creative teams on special projects including the Children's Home Improvement Project, which gained the recognition as a U.S. prototype for 4 years in a row, and the "Wasted Spaces" project in Southern France for 2-months

Project Coordinator, Designer & Brand Marketer

C. O'Brien Architects (Bala Cynwyd, PA)

2003 – 2011

Built the marketing department & its brand identity, doubling the company's market share visibility with conceptual design in architecture, trade show design, and advertising deliverables.

- Facilitated sketching and rendering, space planning, spatial visualization, color and finish specification, design intent documentation, construction documents, resource coordination, and supporting client presentations for multiple residential home builders

EDUCATION

MBA in Marketing Management (partial), Keller School of Management

Professional Certification in Art Direction, Portfolio Center (Atlanta, GA)

- South Show Merit Award (AD) / Gold & Silver Awards (AD/GD)

Bachelor of Architecture, Syracuse University (Syracuse, NY)

- Super Thesis Award recipient

VOLUNTEER EXPERIENCE

Design & Business Committee Member, Lansdowne Economic Development Corp.

Vice President / Board of Director, Lansdowne Professional Business Assoc.

Guest Judge, "Gold Inks International Awards" sponsored by NAPCO

Contributing member (AD), Philadelphia Art Directors Club