

ROSEMARY O'CONNELL

917.518.8423 • ROSIEOC2002@GMAIL.COM • ROSEMARY-CREATIVE.COM

PROFILE

Highly creative and multi-talented Art Director/Graphic Designer with extensive experience in print design.

Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities.

Highly skilled in client and vendor relations and negotiations; talented at building and maintaining partnerships. Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

TECH SKILLS:

Acrobat
Ceros
Constant Contact
Creative Suite
Excel
HTML/CSS
Microsoft Office

DESIGN SKILLS:

Brand Design
Color Theory
Editorial Design
Print Design
Typography
Web

EDUCATION

PARSONS SCHOOL OF DESIGN

New York, NY
Certification in Graphic Design

PROVIDENCE COLLEGE

Providence, RI
Bachelor of Arts Degree in Fine Art

ROSEMONT/VILLANOVA

Summer in Italy Art Program

PROFESSIONAL EXPERIENCE

2012 ROSEMARY CREATIVE

to EMarketing, Logo, Programs/Invitations, Packaging, Business Branding

PRESENT

- Successfully manage and coordinate graphic design projects from concept to completion.
- Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements.
- Coordinate with clients to develop engaging and innovative designs for all media.
- Design custom typography and logos from concept to completion.
- Design branding for events like invitations, programs and signage.
- Work closely with clients to develop their business brand.
- Create campaigns for my clients through email marketing.

1997 EDITORIAL

to Creative Director, Art Director, Designer, Production Artist, Ad Services and Production

PRESENT

- Oversaw all creative aspects of the Kiwi brand including magazine, advertorials, and web, including redesigning the magazine.
- Conceived, directed, researched, managed and styled photoshoots and art.
- Designed and conceptualized layouts and cover treatments.
- Managed art budgets.
- Executed production of the magazine from start to press.
- Produced and trafficked all advertisements for magazine.
- Designed advertorials and logos for when needed.
- Responsible for managing ad flow and custom ad design for all publications throughout Wainscot's 4 divisions.
- Assisted in the design of insertions and Wainscot's custom books.

All You	Kiwi	Seventeen
Bridal Guide	Modern Bride	Wainscot Media Custom Publications
Brides	MR	Woman's Day
Cosmopolitan	Parenting Group	Working Mother
CosmoStyle	Prodoh	Your Prom
Good Housekeeping	Real Simple	
Footwear Plus	Redbook	

EXPERIENCE

2013 COMMUNITY LEADER AND VOLUNTEER

to Cornerstone Director, Wyckoff Education Foundation Trustee, Parent Teacher Organization's Fundraising Chair, PTO President, 3Rs Day Co-Chair

Present

- Thoughtfully managed a variety of personalities, encouraged empathy and addressed personal and sensitive experiences shared by women.
- Manage and guide 20 women in preparation and planning of an annual retreat including identifying and mentoring keynote speakers.
- Work closely with other board members and trustees to accomplish fundraising from 5K races to large-scale galas.
- Recruit and increase numbers of volunteers/sponsors.
- Establish and maintain relationships with community businesses and organizations.
- Prepare and maintain records and reports including budgets, personnel records etc.
- Direct fundraising activities and recruit sponsors, participants or volunteers.
- Serve as a liaison between the school district and parents.
- Chose 20 Key-note speakers to talk to Middle School Children about personal accounts of resiliency in the midst of adversity.

ROSEMARY
Creative