

Andrea DePompei

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330.242.9396

DEPOMPEI
designs

depompeidesigns.com

PROFESSIONAL SUMMARY

I am a talented Art Director with over 20 years of experience. Adept at crafting visually compelling and strategically aligned design solutions across print, digital, and branding initiatives. Consistently delivering impactful designs that resonate with target audiences while leading creative teams to achieve project goals. My creative experience is in both print and digital design with a significant focus on social media design. I am currently the Art Director for PediaSure and lead all social media efforts, which includes organizing and leading photoshoots, to developing custom creative in both static and animated form. I also lead the creative team to ensure all things PediaSure stick to the brand guidelines and brand principles.

PROFESSIONAL EXPERIENCE

ABBOTT NUTRITION

Art Director, 6/2015-Present

- Art director for PediaSure
- Responsible for social media creative across all channels
 - Paid and unpaid static/video ads for both Meta, Pinterest and TikTok
 - Art direct custom photo shoots to promote recipes & products
- Designed the look and feel to launch the Juven social media channels, including: a look book, templates and style-guide
- Designed all creative assets to launch the PediaSure PRO product line, including: product packaging design, website landing page, emails, social posts and sizzle reel
- Art direct and lead the creative and development of emails for PediaSure using Figma
- Design website assets for PediaSure and other pediatric nutrition brands
- Launched a successful back-to-school campaign for PediaSure. Campaign inclusion of influencer surprise and delight kit, in-store displays, paid social media ads, website updates

DEPOMPEI DESIGNS, LLC

Founder, 6/30/2013-2015

- Develop and present proposals for design work to small business owners for projects ranging from website design, marketing collateral, to complete branding and identity overhauls
- Conceptualize and execute all design jobs to meet client's satisfaction
- Provide assistance in the printing process
- Maintain and sustain long-term client relationships through support and easy accessibility for rush projects

WEBSCAPES HD, LLC

Creative Director/Partner, 4/2010-6/30/2013

- Developed creative online strategies for client's websites, social media efforts and email campaigns
- Managed the creative process for all services offered including web design and development, logo/print design and email campaigns
- Strategized and implemented successful SEO plans
- Prepared and produced all client proposals
- Established invoicing and billing systems
- Created marketing strategies for new business developments
- Managed a team of developers

SKILLS & EXPERTISE

- Art Direction
- Social Media Design
- Web Design & Development
- Photography
- Highly Creative & Adaptive
- Organized & Prepared
- Multitasker
- Motivated
- Team Collaborator
- Proficient in computer related programs such as: Photoshop, InDesign, Illustrator, Acrobat, Figma, Dreamweaver

EDUCATION

- Bachelor of Fine Arts
B.G.S.U.
Bowling Green, OH

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PROFESSIONAL EXPERIENCE

STERLING JEWELERS, INC., FAIRLAWN, OH

Print and Web Designer, 7/2008-9/2011

- Managed Jared, The Galleria of Jewelry, division's print/web materials
- Accountable for continuous development and improvements to jared.com
- Designed and produced all jared.com emails and web promotional assets, including landing pages for brands and special event calendars
- Designed and produced catalogs, signage/murals, and direct mail from concept through completion for 186 retail stores
- Worked with Visual Merchandise Department for enhancements of store signage and presentation
- Worked with copy department to ensure continuous development and total quality control of type/copy in final packages
- Presented all Jared creative in high-level corporate meetings

FANNIE MAY CONFECTIONS BRANDS, INC., NORTH CANTON, OH

Graphic Designer, 6/2007-7/2008

- Developed and designed everyday and seasonal retail packaging
- Art directed and stylized photo shoots
- Coordinated product development with overseas vendors
- Managed private label brands such as Hallmark, Macy's and Target
- Strategically designed POP displays for 69 Fannie May retail locations

HYBRID MARKETING, CLEVELAND, OH

Graphic Designer, 6/2005-6/2007

- Designed and produced promotional and advertising materials for a variety of clients through print, packaging and digital applications
- Developed in-house quarterly e-newsletter and e-blasts for clients
- Conceptualized and produced tradeshow graphics
- Developed brand identities and strategies for clients

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