

MONICA MANGANO

ART DIRECTION AND DESIGN

CONTACT

monicamanganoo@gmail.com

monicamangano.com

WORK EXPERIENCE

Digital Energy World, Inc

Senior Designer, 2019 - Present

Responsible for creating and managing branded content across multiple platforms from start to finish. Responsibilities include: variety of product design and branding, photo retouching, sales material, Amazon listing content, social media posts and website development.

iWORLD, LLC

Package Designer, 2018 -2019

Conceptualizing storyboards and packaging for electronic, fitness and pet accessory brands including FormFit, and Ellen Degeneres's Dog Product line, ED. After the ideation process, working with the art director to solidify campaign strategy and create integral stylistic elements, edit and guide projects to their final execution.

FESCO DISTRIBUTORS, Inc

Package Designer, 2017

Duties include: conceptualize and execute designs for electronic products and packaging for brands such as COBY. Responsibilities include illustrations, logos, packaging, mockups, displays, photo renderings, presentation boards and more such as producing packaging & product artwork with prepared dielines for factory production.

ECOMAIDS OF BROOKLYN

Marketing Assistant / Graphic Designer, 2017

Developing direct marketing techniques in order to reach lead prospects. Responsibilities include freelance designing of email blasts, promotional materials, and creating multi-step drip campaigns.

GLOW THREADS, LV

Brand Ambassador / Marketing Assistant, 2016

Promoted brand merchandise at Electric Daisy Carnival in Las Vegas, Nevada. Responsibilities included the up-selling of graphic tees, costumer retention, and managing sales transactions at America's largest music festival.

References available upon request

EDUCATION

Pratt Institute

Brooklyn, New York 2013-2017

Attained a BFA in Communications Design with a concentration in Advertising/Art Direction.

Presidential Merit Based Scholarship, Dean's List

Awarded 2013-2017

INTERNSHIP EXPERIENCE

MTV MUSIC MARKETING / PUBLIC RELATIONS INTERN

Marketing Associate, 2017

Consistently applied fresh marketing and public relations strategies to a popular producer's new music and channels. Responsibilities include the promotion of a record label, publishing company, and all music scored for MTV, VH1 and CMT by said artist.

GAMEDAY GOODS, NY

Graphic Design Intern, 2016

Created custom designs and posters of relevant athletes for a sports marketing company. Collaborated weekly with the founder of the company in order to reach a finished product that would satisfy the brand's online consumer base.

SOFTWARE SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Bridge

Adobe Premiere Pro CC

Microsoft Office XP

MS Excel

Infusionsoft

Serviceminder.io

GoDaddy

Shopify

LANGUAGES

Conversational Italian