

Contact

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865 Rolins Run
Webster, NY 14580

Professional Experience

CURRENT

CREATIVE AREA MANAGER January 2016–Present
Wegmans Food Markets Rochester, NY
Wegmans.com

CREATIVE DIRECTION	STRATEGY	MANAGEMENT	OPERATIONS
Brand development, video & photo direction, concepting, space planning & design, print, digital, packaging	Create, plan and deliver a strategic vision, present to stack-holders	Agency & vendor management, video production, team development	Workflow, team organization, budget planning, negotiations

FREELANCER July 2006–Present
Self-owned Rochester, NY
FrankPessia.com

Branding, consulting, strategy, omni-channel marketing, print & digital design, space & experience design, social media management

PAST

ART DIRECTOR September 2012–December 2016
Alleson Athletic (Founder Sports Group) Rochester, NY
foundersport.com

Develop corporate- & sub-brands, B2B marketing strategy, catalog design, interactive design, trade show design, photo & video direction, asset management

ART DIRECTOR January 2010–March 2011
Dixon Schwabl Rochester, NY
DixonSchwabl.com

Develop corporate identity packages, marketing strategy, video & photo direction, campaign management, illustration (traditional & digital)

SENIOR DESIGNER August 2006–January 2010
Six Red Marbles Baltimore, MD
SixRedMarbles.com

Concept design, layout design, interactive design, curriculum evaluation, educational solution strategy, illustration (traditional & digital), asset management

GRAPHIC DESIGN INTERN June 2005–May 2006
Tungsten Creative Group Erie, PA
Atomic74.com

Develop corporate identity packages, market research & trends, print design, execute marketing campaigns

BRAND EXPERIENCE

Wegmans Food Markets, Wegman Companies, Constellation Brands, Pernod Ricard, AT&T, Golisano Children's Hospital, NY Kitchen, Angelo Planning Group, Tobacco Free NY, TRUGLO, Erie Otters Hockey, Alleson Athletic, Under Armour, Warrior, Brine, Sazerac, Thompson Creek Window Company, Hargray Communication, Roberts Wesleyan College, Gannon University, McGraw-Hill Education, National Geographic School Publishers, Disney Education, Sylvan Learning, Pearson Education, International Reading Association, Merrian Webster, Kids Discover

Skills

Adobe Creative Suite

Microsoft Office Suite

Riverside.fm

Frame.io

Credentials

Bachelor of Arts—
Graphic Design, Liberal Arts
Mercyhurst University
Erie, PA

Certificate—
Course Skills for Success
Dale Carnegie
Rochester, NY

Certificate—
Leadership Coaching
Simon School of Business and
McArdle Ramerman
Rochester, NY