

# TERESA BEMBURY

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**PORTFOLIO**  
**bemburydesigns.info**

## SUMMARY

Art Director/Multimedia Designer with experience working in fast-paced creative environments for corporations and institutions, such as Time Inc. Book-of-the-Month Club, Doubleday, Bertelsmann Direct, Columbia House, Direct Brands and currently Pillar College, handling ascending responsibilities from design studio management and design to art direction, multimedia design, and web.

Strength is leveraging strategic vision, business acumen, and resources to deliver impacting print and interactive design that drive response. Successful track record of meeting tight deadlines, communicating effectively with cross-functional teams, and finding cost-effective and creative solutions for all challenges.

## NOTABLE SKILLS

**Print Marketing & Advertising:** Conceptualization, Design and/or Art Direction for Print & Outdoor Media Design, Direct Response Campaigns, Event Displays, Photoshoot Direction

**Interactive Marketing & Advertising:** CMS Web Design & Maintenance, Social Media Ad Design, Constant Contact E-Blast, Unbounce Landing Page Design, Video Shoot and Editing Direction

**Management:** Artist Management, Asana Project Management, Production Oversight; Cross-Functional Communications; Cost Control/ Budget, Stake holders Presentation, Vendor Relations

## PROFESSIONAL EXPERIENCE

### **Multi-Media Marketing Designer** 01/2014 – Present

Pillar College – Newark, New Jersey

Efficiently lead and administer marketing plans into creative deliverable aimed at student acquisition, lead generation, brand identity and institutional outreach. Conceptualize, create and present to stakeholders comprehensive designs focused for print marketing, and online campaigns. Website content management.

#### **Accountabilities Includes**

Advertising campaign for outdoor billboards, transportation display, print publications, marketing collateral (branding kit, catalogs, brochures, sell sheets), event banners, social media advertising, email advertising, promo video creation, photography shoots.

#### **Success Highlights**

- Successfully complete multi phase projects involving budgets up to \$400,000
- Website UI/UX re-design in early 2017 showing lead increases of up to 15%
- Social media lead generation initiatives for 2017 up 35% from LY
- Re-branding design wins 2016 Advertising Collegiate Award
- Introduced a streamline workflow process for servicing multiple department creative needs

### **Freelance Digital Designer** 2012 – Present

VisionFlow, LLC

Boutique digital design studio servicing mid-size marketing, academic and non-profit organizations.

#### **Accountabilities Includes**

Concept development and design for CMS website design and development.

**Senior Art Director** 2005 - 2011

**Art Director** 2001 - 2005

Direct Brands, Inc. (*Formerly Columbia House, BMG Music, Doubleday*) New York City, N.Y.

Experience included conceptualizing and following through on winning design concepts for product catalogs, and direct-mail packages, ancillary projects, while working directly with Creative Directors, Editorial, Copywriters, Marketing.

**Accountabilities Includes:** Designing and managing three catalogs and direct-mail components, Stakeholder presentation, Supervising production process, Directing in-house photo-shoots, Creating new templates and style sheets.

### Success Highlights

- Recipient of the company's first President's *ABC Award* (Above the Call of Duty Award) for recognition of excellent team work, entrepreneur spirit
- Recognition and monetary bonus for the role out success of a direct mail campaign named "*Dollar Sale*" which exceeded market expectation by 317%. Included on concept design team: copywriter Lisa Cibrario.
- Concept and design campaign titled "*Welcome Back*" became a winning creative after several mail test, and used for six years as a customer win back mail piece.

**Design Manager** 1996 - 2001

Book-of-the-Month Club, Inc. (*Subsidiary of Time-Warner Inc.*) New York City, N.Y.

Organized, coordinated and managed studio team in production process of front-end direct-mail packages, catalogs, and print advertising for 15 direct-to consumer book clubs. Worked directly with Creative Directors and outside agencies to assure integrity of design through production process.

**Accountabilities Includes:** Implementing design concepts from outside ad agencies for direct-mail packages, catalogs, and ancillary inserts. Managed product photo-shoots. Supervised in-house freelance team and interns to implement design concepts, apply copy corrections, create test versions. Managed and worked on photo retouching, prepared and managed pre-press files. File release to printer.

### Success Highlights:

- Create workflow process and branding guidelines manual for in-house designers
- Implemented an ongoing use of design interns from NYC Technical College
- Proven track record in managing deadlines for 15 print catalogs and direct-mail pieces in a 3-week cycle

## EDUCATION

New Jersey Institute of Science & Technology — Web Informations Systems— September 2014 - Present

NYC Technical College Brooklyn, N.Y. — Art & Advertising Design – A.A.S. Degree

E-Tek Technical School — Web Development – 14 weeks Certification program

DeutscheSprache Schule at United Nations International School, NYC — German Language – 2008 - 2011

School of Visual Arts — Editorial Design – Continuing Education – NYC, NY

Stony Brook University Stony Brook — Liberal Arts, Long Island, NY

Graphic Communications H.S.— Graphic Design and Print Production – NYC, NY

## APPLICATIONS

Adobe Creative Suite - Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Pro, Bridge, After Effects, CMS Wordpress, Unbounce, Constant Contact, Asana Project Management, Microsoft Office Suite, UX/UI, HTML, XHTML, CSS, Bootstrap Grid, CMS Wordpress