



Alison DeBenedictis

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SCHOOL OF VISUAL ARTS
BFA 2003

ADOBE CC
Photoshop, Illustrator, In Design,
Muse, XD

MICROSOFT OFFICE
HTML, CSS
SOCIAL MEDIA

**2011 CONDÉ NAST
MARKETER OF THE YEAR**

2011 Ad Age Media Vanguard Award
Best iPad Ad-Production Studio

IAC 2014
Winner, Best Advertising Social Media
Campaign
Oral B Power Up

IAC 2013
Winner, Best Fashion or Beauty Online Video
GUESS Trend Reports

Winner, Best Fashion or
Beauty Rich media Online ad
Diesel Fit Your Attitude

Winner, Outstanding Website
Hugo Boss Virtual Fitting Room

min Best of the Web 2012
Honorable Mention,
Contest/Online Games
Van Cleef and Arpels Hidden Gems

IAC 2012
Winner, Best Fashion or Beauty Rich Media
Online campaign
Van Cleef and Arpels Hidden Gems

Winner, Best General Interest
Online Video
Mary Kay Diary of a Beauty Blogger

min Best of the Web 2011
Winner, Integrated Marketing Campaign
Chase Ultimate Rewards

Honorable Mention, Design
Brides Love Truck

Freelance August 2015 - Present

Creative Director, Designer, Illustrator

Design, strategy, and creative direction for companies large and small. Custom illustrations and prints..

Clients include but not limited to: iCrossing, Keratin Complex, 12Twenty, Savoteur, Terroir Wine Seminars, Yoga Trailguide, Service Titan, and Restaurant Appliance Depot.

Hearst Magazines New York, NY August 2014 - June 2015

Executive Creative Director, Group Marketing

Oversee creative direction for the Hearst Men's Group - Esquire, Popular Mechanics, Car and Driver, and Road & Track.

Established first cross-platform and multi-title creative group. My team designed and produced all marketing materials (sell-sheets, presentations, collateral, premiums), custom print and digital advertising, photo and video shoots, and events for all four titles. We specialized in a 360 approach to all programs. Manage a team of designers, copywriters, and various freelancers.

Concept, execute, and produce photo and video shoots. Specialized in branded content, producing over 40 videos within a year.

Develop strategy and cross-platform design direction based on a client's business goals and objectives. Custom programs tripled in revenue during my tenure.

Clients include, but not limited to: Mercedes-Benz, Acura, Toyota, Ford, Lincoln, Cadillac, Macallan, Ketel One, Armor All, Castrol Oil, Samsung, Axe, Falken Tires, and Michelin

Quidsi, An Amazon Company Jersey City, NJ July 2013- August 2014

Senior Art Director

Oversee creative direction of six eCommerce sites, Casa, BeautyBar, Look, YoYo, Bookworm, AfterSchool; and cross-site marketing initiatives.

Manage a team of designers responsible for the branding and marketing of our six sites.

Concept, execute and produce photo shoots.

Redefined the branding of Casa.com and BeautyBar.com in collaboration with the merchandising and marketing teams.

Condé Nast New York, NY June 2011 - July 2013

Art Director

Managed and mentored the design group in a digital agency producing advertising campaigns appearing on Condé Nast's sites, apps and iPad editions, including Wired and Vogue.

Concepted, executed, and produced photo and video shoots.

Developed strategy and cross-platform design direction based on a client's business goals and objectives.

Clients include, but not limited to: Barney's, Chase, Diesel, Estée Lauder, Ford, GUESS, Intel, Kraft, L'Oreal, Macy's, Mercedes-Benz, Microsoft, Oscar de la Renta, P&G, Samsung, Sony, and Van Cleef & Arpels.

April 2010 - June 2011

Senior Designer

Designed custom interactive advertising campaigns comprising of rich media banners, microsites, sweepstakes, email, facebook applications, mobile sites, and host of other creative and innovative digital marketing efforts.

Oversaw team of junior designers.

DailyCandy New York, NY July 2008 - April 2010

Lead Designer / Art Director

Built and established a creative department at DailyCandy

Executed all design materials including website and email design, IA, logo design, advertising and in-house promotional display banners, brand guidelines, events, premiums, product design

Developed and defined a new aesthetic for the brand in conjunction with site redesign

June 2006 - July 2008

Advertising Production Manager

Managed advertising production team working seamlessly with both sales reps and ad agencies in execution of large campaigns

J.Crew New York, NY September 2003 - June 2006

Creative Assistant, Store Communications/Internal Marketing

Designed product knowledge materials for the Factory and Crewcuts divisions

Created and managed J.Crew internal Intranet