



Alison DeBenedictis

alison@alisondb.com  
alisondb.com  
917.826.1017

school of visual arts  
bfa 2003

adobe cc  
xd, photoshop, illustrator,  
indesign, aftereffects,  
premiere

sketch  
microsoft office 365

html, css

social media

canva, adobe spark  
google web designer  
wirewax

zoom

## g&s business communications 10/16-now

### Vice President, Creative

Lead 20+ person team of art directors, graphic and motion designers, production artists, and videographers. Provide creative direction, strategy, and insight for all agency accounts.

Introduced monthly training sessions on digital advertising, UX, and new mediums. Successfully led team through remote environment: establishing new workflows, communication, and new servers to achieve productivity guidelines.

### Senior Art Director

Oversaw creative direction for all marketing and sales materials for DuPont, Dow, Radian, Syngenta Corporate, Syngenta Lawn & Garden, Schindler, MDRT, INSIGHTEC, Cornerstone Building Brands, and Lallemand Animal Nutrition.

Led award-winning campaigns for DuPont Water Solutions, Syngenta Turf, and Schindler including the agency's first virtual reality and podcast campaigns. Became AOR for Syngenta Professional Solutions, introducing 15 new ad campaigns and product launches over the course of two years. Led the rebranding effort for DuPont Microbial Control, Water Solutions, and Pharmaceuticals following the Dow merger and spin.

Developed standardized review and competency guides for all 15 roles within the department. Rolled out project management system and optimized workflow for the agency.

### Art Director

Oversaw creative direction for all marketing and sales materials for Dow, Actagro, Panasonic Coronal Energy and City Now, Syngenta, LORD, Schindler, and Ply Gem, amongst others.

Developed branding for Proximus, a new product for Actagro. Effectively conceptualized, marketed, and designed sales collateral, website redesign, and advertising launch campaigns (print, digital, social, OOH, radio) leading to increased sales and prominent university affiliations.

## freelance everywhere 08/15-10/16

### Creative Director, Designer, Illustrator, Chef

Design, strategy, and creative direction for companies large and small. Custom illustrations and prints. Chef assistant at Sur La Table Cooking Schools.

## hearst magazines ny, ny 08/14-07/15

### Executive Creative Director, Group Marketing

Oversaw 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. Managed a team of designers, copywriters, and various freelancers.

Concepted, executed, and produced photo and video shoots. Specialized in branded content, producing over 40 videos within a year.

Developed 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 07/13-08/14

### 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.

Developed email marketing and landing page templates resulting in increased sales. Defined style guides for all brands to enhance user experience.

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

other fun things  
i do:

sprocket & lloyd  
whimsical illustrations

100 Hour YTT training  
certified

## Awards

2011 CONDÉ NAST  
MARKETER OF THE YEAR

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

2020 Ragan's Video, Visual & Virtual  
Awards: Finalist, Augmented and  
Virtual Reality, Syngenta Turf  
Experience the Action VR

PR Daily 2020 Content Marketing  
Awards  
Finalist: Interactive Content  
Syngenta Turf VR  
Finalist: Microsite  
INSIGHTEC ETAM  
Finalist: Brand Journalism  
DuPont Water Solutions

TOCA 2020  
Winner, Design - First and Gardner  
Award Printed magazine/single  
page design, advertising "Syngenta  
GreenTrust 365 Advertising Design"

2018 Corporate / B2B Agency of the  
Year, The Holmes Report

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

## condé nast ny.ny 04/10-07/13

### 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 Vogue, Wired, Bon Appetit, Vanity Fair, GQ, Condé Nast Traveler, Allure, Glamour, Lucky, Architectural Digest, Teen Vogue, The New Yorker, Brides, Details, Epicurious, and W magazine.

Concepted, executed, and produced photo and video shoots.

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

Named Condé Nast Marketer of the Year 2011.

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.

### 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 ny, ny 06/06-04/10

### 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

### Advertising Production Manager

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

## j.crew ny.ny 09/03-06/06

### Creative Assistant, Store Communications/Internal Marketing

Designed product knowledge materials for the Factory and Crewcuts divisions

Created and managed J.Crew internal Intranet