



FRANK SORBELLO

Creative Professional

+1 321 663 3005

fsorbello@gmail.com

Philadelphia Suburbs

Profile



Veteran design professional accustomed to fast-paced and leadership-centric creative roles in both large and small agency and in-house shops.

Business Objective

Creative-minded professional seeking position where I can leverage my years of experience, design & copy-editing talent, front-end development knowledge and team leadership skills in an impactful and meaningful way.

Digital Design

Team Building

Mentoring

Coding

Process Dev

Advertising

Expertise



Adobe Creative Suite

Web Design

HTML

CSS

Email Design

Team Leadership

9.08 - 6.19

Creative Director

Triad

Remote

Built and managed team of ten senior and junior web designers, copywriters and developers, providing daily art direction and guidance. Responsible for leading and participating in the conceptualization, creation and execution of marketing strategy for campaigns and individual projects. Determined the look and feel of specific online and offline integrated campaigns and projects, such as micro-sites, landing pages, video, social media, emails and banners.

- Pitched campaigns to external and internal clients and groups.
- Helped establish work processes, timelines and standards for the production team.

Links

franksorbello.com

linkedin.com/in/franksorbello

4.08 - 9.08

Web Design Manager

FAIRWINDS Credit Union

Orlando, FL

Designed multiple marketing web sites and email campaigns. Responsible for developing and executing social and e-mail strategy. Managed both internal and external creative assets; responsible for accuracy of all financial information. Constructed wire frames, user flows and prototypes for high-level buy-in from leadership committees.



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Personal Skills



Self-Starter

Time Management

Mentoring

10.07 - 4.08

Work Experience

Senior Web Designer

Wyndham Vacation Ownership

Orlando, FL

Designed and built primary lead generation website for resort properties. Redesign generated 34% website traffic growth and 4% lead generation spike over six month period via natural search engine optimization. Collaborated with senior brand and sales teams to deliver targeted messaging and creative for landing pages. Assisted in developing and executing e-mail strategy and creative pieces for additional lead generation and follow-up.

Senior Interactive Designer

Starwood Vacation Ownership

Orlando, FL

Designed and developed numerous search engine friendly websites and landing pages for sales and marketing efforts. Managed brand equity of top hotel/leisure names such as Sheraton, Westin and St. Regis in order to build trust and value proposition in vacation properties. Concepted and designed "StarCentral," a customer-facing time share management tool nominated for ARDA's 2005 Website of the Year Award. Collaborated daily with team members and stake-holders to refine messaging and navigation methodology to provide visitors shortest path to high-value content.

My Passions



Family



Guitar



Football



Biking



Cinema



Education

1998 - 2000

English Studies

Rowan University

1996 - 1998

A.A.S., English Track

Rowan College at Gloucester County