



## MARK MIGLIORELLI

---

Communication Designer / Creative Strategist

516.359.0919 / markmigliorelli@gmail.com / markmigliorelli.com

### EDUCATION

Pratt Institute  
MS in Communication Design  
Graduated 2009

---

Long Island University/C.W. Post Campus  
BFA in Photography  
Graduated 2003

---

### EXPERIENCE

Mark Migliorelli Creative  
*Communication Designer/  
Creative Strategist*

#### March 14 - Current

Crafting strategic integrated brand solutions through concise dynamic visuals with tight, targeted verbal communication across all platforms

---

SME Branding  
*Art Director*

#### June 09 - February 14

Collaborated with multidisciplinary creative teams in both a leading and supporting role to develop brand solutions for agency clients, execute and produce design solutions across all communication platforms, present creative work to internal teams and clients, maintained and built client relationships and assisted in new business strategy and proposal presentations

#### Brand Creative Lead - New York Yankees

For over four years, oversaw all internal and external creative teams on day to day business operations from strategic and visual ideation to final execution on all communication platforms

---

SME Branding  
*Designer*

#### May 08 - May 09

Maintained a high level of strategic and visual solutions for all brand communication initiatives, played a key role in the New York Yankees relocation team

---

Gannet Co, Inc.  
USA Weekend Magazine  
*Designer*

#### January 07 - September 07

Designed promotion materials, mock up designs, photo research, communicate & traffic work between marketing department

---

Lois Greenfield Photography  
*Lead Digital Assistant*

#### July 03 - June 06

Managed digital production studio: medium format digital capture, drum & flat bed scanning, color correction, photo retouching, organized and maintained photography library (25+ years) and designed all print and digital visual communications

---

### REFERENCES

Available Upon Request

### SELECTED BRANDS I'VE WORKED WITH

---

Atlantic Coast Conference (ACC)  
Brown Jordan  
Kentucky Derby  
Madison Square Garden  
Miami Marlins  
Minnesota Wild  
National Hockey League (NHL)  
New York Yankees  
Pac-12  
Pinstripe Bowl  
Sports Illustrated  
Tampa Bay Lightning  
Texas A&M Aggies  
Time Warner Cable  
Ultimate Fighting Championship (UFC)  
US Olympics

### SKILLS

---

Advertising  
Art Direction (print, digital, video)  
B2B/B2C  
Brand Development  
Brand Strategy  
Brand Style Guide  
Content Development  
Digital Art/Retouching  
Environmental/Experiential  
Look Tools Kit  
Marketing Collateral  
Photography  
Presentations  
Print Production  
Storytelling  
Styleboards  
Team Dynamics/Collaboration  
UX/UI  
Website

### CURRENT CHALLENGE

---

Training for 2014 Chicago Marathon