



MONICA RUSSO-DUNPHY

CHARLESTON | SC
207.229.8790
MONICA@RUSSODUNPHY.COM
RUSSODUNPHY.COM

work experience

PLANSOURCE CREATIVE DIRECTOR

DEC 2019 - PRESENT

- Creative direction and design of brand development, leading to an exciting brand redesign and launch of a new and robust internally-built corporate website
- Manage the daily workload and responsibilities of the Creative Team
- Provide effective leadership, feedback and growth opportunities for the Creative Team
- Provide mentorship and creative direction to designers, video editors and team members
- Create and maintain fresh visuals and brand standards to position the PlanSource brand effectively and competitively as a leading SaaS company within the benefits-tech industry
- Oversee the design of all print and digital campaigns, including the corporate website, new business partnership opportunities, demand-gen initiatives, social campaigns and events to support the marketing and sales extensions of the brand
- Collaborate with members of the Executive Leadership Team daily on strategic initiatives
- Recipient of multiple American Marketing Awards, including AMA Spark Awards in Best Branding and Best Direct Mail categories

GARDEN & GUN DESIGN DIRECTOR

MAY 2019 - DEC 2019

- Oversaw the design of all marketing, retail and experiential extensions of the *Garden & Gun* brand
- Managed the daily workload and responsibilities of the Creative Services team
- Provide creative direction to designers, photographers and illustrators
- Designed and oversaw creative for new business partnership opportunities, media kits, email campaigns, advertorials and events
- Managed the production of magazine ads and advertorials including file release, color correction and issuing final sign-off of magazine promotional pages
- Collaborate with internal teams and external vendors

XPERIENCE ASSOCIATE CREATIVE DIRECTOR

OCT 2016 - MAY 2019

- Lead the design and creative direction of the agency's rebranding initiative, including research and recommendations for updated typefaces, photography styles and visuals
- Design of new website, marketing materials and sales tools to effectively position the agency for growth with new and existing clients
- Provide creative direction to junior designers and interns on various projects
- Concept and design of themes and graphics for annual Ford Dealer Introduction Events
- Concept and design of environmental, print, interactive, e-mail, web and social media graphics
- Art direction of on-site environmental graphic installations
- Recipient of Event Marketer Ex Award for Best Buzz Marketing Influencer Campaign

STUDENT TRANSPORTATION INC. MARKETING AND DESIGN SERVICES MANAGER

JUL 2015 - OCT 2016

- Provided creative direction, designed and produced print and digital materials for over 20 brands under the company umbrella
- Performed full brand audit in order to assess areas of improvement, leading to the rebranding of many parts of the organization
- Art directed photography, magazine cover shoots and videos
- Management of marketing associates and interns
- Management and creative direction of external agencies and designers
- Delivered effective creative and strategic presentations to senior leadership
- Built annual marketing budgets, identified strategies for marketing spend and ad placements



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work experience cont.

THE TJX COMPANIES

FEB 2014 - JUL 2015
JUL 2012 - FEB 2014

SENIOR ART DIRECTOR

+ Senior Art Director, Marketing and Creative Services, HomeGoods

+ Senior Art Director, Marketing and Creative Services, T.J.Maxx

- Lead the design and concept of seasonal and event-driven in-store and window sign packages for the national chain
- Conceptualized and designed direct mail, e-mail, web and social media initiatives
- Designed and oversaw installations of environmental spaces within the HomeGoods corporate headquarters and distribution centers
- Art directed still, lifestyle and home photography
- Reviewed photographer and stylist portfolios, scouted and selected shoot locations
- Collaborated with brand teams to achieve annual strategic sales and marketing goals
- Partnered with production, art buying, studio and project management teams to exceed goals
- Delivered creative direction to junior designers and interns
- Traveled for press checks, photoshoots and video shoots

EXPERIENCE

NOV 2009 - JUL 2012
JUN 2007 - OCT 2009
JUN 2005 - MAY 2007

SENIOR GRAPHIC DESIGNER

+ Senior Graphic Designer

+ Graphic Designer

+ Graphic Design Intern

- Lead the design and production of the Ford and Lincoln Dealer Council Annual Reports as well as the design for various launch events including the 2010 Ford Fiesta reveal in the Southeast and Great Lakes markets
- Lead the creative for all print and environmental graphics for the 2011 Ford Dealer Introduction Event and worked closely with the art director on all elements for the 2011 Lincoln Dealer Event
- Responsibilities included the conceptualization of projects, design of environmental, print and web graphics, client interaction, on-site event set-up and press checks

education

MASSART BOSTON, MASSACHUSETTS

Massachusetts College of Art and Design (MassArt); Bachelor of Fine Art
Dual Major in Graphic Design and Art History, 2007

STUDY ABROAD

London College of Communication; Program for Graphic Design in London, England, 2005
Massachusetts College of Art and Design (MassArt); Study Abroad in Venice, Italy, 2004

skills

SOFTWARE Adobe Creative Cloud (Illustrator, InDesign, Photoshop, XD, Bridge), Wordpress