



# Craig T. Polizzotto

Smart Ideas. Great Design.





















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## Summary

Highly motivated Creative Director and Designer with extensive experience in eCommerce, corporate identity, branding, and direct mail design. A strategic hands-on leader with an innovative vision to develop unique insights that influence customers, drive revenue, and exceed business goals. Specialties include responsive web design, creative strategy, iconography, and illustration.

### Areas of Expertise

-  Creative & Art Direction
-  Leadership
-  Brand Management
-  Animation
-  Problem Solving
-  Print & Web Design
-  Strategic Planning
-  ROI
-  Mobile Strategy
-  Iconography
-  Communication
-  Color Theory
-  Client Relations
-  Typography
-  Design Thinking
-  Decision Making
-  Project Management
-  Illustration
-  Marketing Strategy
-  Brand Continuity

### Career Highlights

-  Generated 100 million dollars in revenue through tens of thousands of email campaigns, web pages, promotional banners, and print catalogs.
-  Dedicated creative leader managing teams as large as 15 with proven ability to motivate staff through goal-setting, employee empowerment, and rewards for excellence resulting in improved cohesiveness and overall performance.
-  Valued and trusted by colleagues for strong work ethic, team leadership, strategic problem-solving, and open-mindedness to collaboration.
-  Proven ability to consistently provide creative excellence through beautiful design solutions, illustration, typography, color theory, and animation to successfully achieve tangible results.






## Experience

### 1800Flowers.com, Inc. | NY | Graphic Designer | 2018-Present

1800Flowers.com, Inc. is an online retailer providing customers with an exciting destination for their gifting needs across a Family of Brands including 1800flowers.com, Harry & David, Cheryl's Cookies, and Shari's Berries generating over 30M+ gifts a year, and revenues exceeding \$2B+.

Provide top-level creative strategy to develop and execute designs that support loyalty and multi-brand customer acquisition efforts for the Enterprise Loyalty Marketing team producing hundreds of emails, banners, display ads, and feature pages.

### Key Achievements


-  Lead Creative team on Celebrations Passport quarterly "event" campaigns driving 1/3 of yearly memberships and generating over \$2M in revenue.
-  Created the rebrand of the Celebrations Passport program. Developed logo, icons, banners, join page, and email communications.
-  Instrumental in the redesign of all lifecycle emails helping increase Celebrations Passport benefit awareness to members growing buyer frequency 3.5X+.

### Bookspan, LLC | NY | Creative Director | 2013-2017

Bookspan, LLC is an online retailer operating 14 distinct membership-based businesses selling books, DVDs and related merchandise.

Worked directly with VP of Marketing and Senior Creative director to manage digital design strategies that improve member engagement and increase revenue for national brands such as Book of the Month, Columbia House, Doubleday Book Club, and Mystery Guild. Responsible for the supervision and management of up to a 15 person Creative team consisting of Senior Art Directors, Senior Designers, Designers, and freelance staff ensuring they implement core brand standards that deliver tangible results across catalog, email, social, site, and print collateral.

### Key Achievements

-  Collaborated with Head of Content and Senior Creative Director on bookofthemoth.com ensuring brand continuity across all media channels including site, email, social, advertising, and collateral doubling active memberships year-over-year.

- Designed compelling images for bookofthemonth.com that increased social engagement resulting in 300K+ followers on Instagram and 200K+ “likes” on Facebook within the first 2 years.
- Managed the redesign and migration of 13 book clubs and one DVD club from Magento to a new in-house eCommerce platform resulting in a more efficient, faster user experience and higher conversion rates within 3 months of relaunch.
- Developed brand identity and stationery for startup crime fiction imprint Crooked Lane Books. Implemented a cost-savings of 40% by cutting stock art purchases and creating original artwork. Responsible for designing book covers, catalogs, display ads, email campaigns, and other collateral resulting in being cash flow positive within 2 years of launch.
- Drove subscription increase of 20% by testing acquisition user flows to improve conversion rates.
- Improved team productivity 45% by implementing new template designs for email campaigns, feature pages, and catalog workflows.
- Developed ReadWell branding and logo for new eReader app generating an additional 10% in revenue annually.
- Managed the major redesign of 20 club websites during our Magento eCommerce platform migration.

### Direct Brands, Inc. :: NY :: Senior Digital Art Director :: 2007-2013

Direct Brands, Inc. is a direct-to-consumer distributor of music, DVDs, and books including brands BMG Music Service, Columbia House, and Book of the Month Club with over 20 subscription “club” businesses, 14M members, and revenues over \$1.5B.

Provided top-level creative strategy to develop and execute designs that support member acquisition efforts and sales targets for 22 clubs producing thousands of emails, display ads, banners, and features.

#### Key Achievements

- Led Creative team on acquisition “recommit” email campaign, exceeding business goals by generating over \$100K in supplemental revenue. Recognized by earning the “Direct Brands Most Valuable Team Award.”
- Created the new corporate identity for Direct Brands, Inc. Developed stationery, presentations, and signage.
- Instrumental in the redesign of all core revenue generating emails which increased annual performance by 20%.

### BMG Columbia House, Inc. :: NY :: Art Director :: 2004-2007

Implemented creative development of online branding, creative strategies, website design, and email marketing campaigns for columbiahouse.com, bmgmusic.com, and yourmusic.com—creating thousands of emails, banners, and features. Led cross-functional team of IT programmers, designers, and account managers by setting up internal procedures for approval and asset delivery.

#### Key Achievements

- Provided the creative staff with informational seminars in Photoshop, InDesign, and Illustrator increasing creative productivity and production efficiency within the department.
- Created the new corporate identity for BMG Columbia House, Inc. Developed stationery, presentations, and signage.
- Drove creative redesign of the bmgmusic.com website and email campaigns, resulting in higher click-through rates.
- Creative lead on all online-only continuity programs including Dora’s Clubhouse, and Select Sips.



## Proficiencies

- Photoshop
- InDesign
- Creative Cloud
- HTML/CSS
- Dreamweaver
- Illustrator
- Figma
- Mac & PC Platforms
- Office



## Education

St. John’s University :: NY :: BFA in Graphic Design



## References

Available upon request.