



Craig T. Polizzotto

Smart Ideas. Great Design.

 craightp.com
 craig@craightp.com
 917.836.5404



Summary

I'm a seasoned Creative Director and Designer with over 20 years of 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.



Expertise

- ▾ logo & brand identity
- ▾ design & color trends
- ▾ mobile design
- ▾ social media integration
- ▾ management & leadership
- ▾ print collateral
- ▾ mobile experience
- ▾ creative strategy
- ▾ team development
- ▾ brand experience
- ▾ strategic thinking
- ▾ creative & art direction
- ▾ design & development
- ▾ ux/ui design
- ▾ responsive design
- ▾ content strategy



Experience

Creative Director :: Bookspan, LLC :: NY :: 2015-present

Online retailer operating 14 distinct membership based businesses selling books, DVDs and related merchandise.

Marketing & Strategy

Work directly with VP of Marketing to manage digital design strategies that improve member engagement and increase revenue for national brands such as Columbia House, Doubleday Book Club, The Literary Guild, and Mystery Guild.

Collaborate with Head of Content and Senior Creative Director on bookofthefmonth.com ensuring brand continuity across all media channels including site, email, social, advertising, and collateral. These efforts doubled active memberships YoY.

Management & Leadership

Led a high-level Creative team of Senior Art Directors, Senior Designers, Designers, and freelance staff ensuring they implement core brand standards that deliver tangible results across catalog, email, social, and site.

Managed the design and migration of 13 book clubs and one DVD club from Magento to a new in-house eCommerce platform resulting in a more efficient user experience and higher conversion rates.

New Business Initiative

Developed brand identity and stationery for startup crime fiction imprint Crooked Lane Books. Responsible for designing book covers, catalogs, display ads, email campaigns, and other collateral resulting in being cash flow positive within 2 years of launch.

Senior Digital Design Director :: Bookspan, LLC :: NY :: 2013-2015

Marketing & Strategy

Worked directly with the Senior Creative Director to define strategic business objectives and evaluate creative solutions against sales generated goals for national brands including Columbia House, Doubleday Book Club, and Book of the Month.

Management & Leadership

Responsible for the supervision and management of a 10 person team, providing direction on all components of customer promotions including site design, email campaigns, feature pages, banners, and print collateral.

Brand Development

Developed ReadWell branding and logo for new eReader app generating an additional 10% in revenue annually.

eCommerce

Managed the redesign of 20 club websites during our Magento eCommerce platform migration.

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

The largest 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.

Acquisition Marketing & Strategy

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.

Led Creative team on acquisition "recommit" email campaign, exceeding business goals by generating over \$100k in supplemental revenue.

Brand Development

Created the new corporate identity for Direct Brands, Inc. Developed stationery, presentations, and signage.

eCommerce

Instrumental in the redesign of all core revenue generating emails which increased annual performance by 20%.

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

Management & Leadership

Implemented creative development of online branding, creative strategies, website design, and email marketing campaigns for columbiahouse.com, bmgmusicservice.com, and yourmusic.com—creating thousands of emails, banners, and features.

Provided the creative staff with informational seminars in Photoshop, InDesign, and Illustrator increasing creative productivity and production efficiency within the department.

Led cross-functional team of IT programmers, designers, and account managers by setting up internal procedures for approval and asset delivery.

Brand Development

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.

New Business Initiatives

Creative lead on all online-only continuity programs including Dora's Clubhouse, and Select Sips.

Art Director :: **BMG Music Service** :: **NY** :: **2000-2004**

Management

Provided consistent workflow for 12 music genres, creating more than 150M catalogs with annual revenues of \$750M+.

Brand Development

Responsible for creating and developing a press kit for major Record Labels to increase brand awareness and establish stronger market presence.

Catalog Development

Created winning "slim jim" format catalog that surpassed sales generated from a standard 16-page format.

Directed the redesign and streamlining of 12 catalog versions. This resulted in an improved workflow, a 50% increase in efficiency in production, and a 25% reduction in turnover.

Previous Roles at BMG Music Service

Associate Art Director (1998-2000), Senior Designer (1997-1998), Designer (1996-1997)



Freelance

Creative Director :: **Relson Gracie Jiu-jitsu NY Association** :: **NY** :: **2004-present**

Brand Development

Creative lead on branding of entire online experience. Responsibilities included branding of website, online store, mobile site, newsletters, and social media sites.

Created brand identity for the CORE program including logo, award certificates, and apparel. Since the launch of the CORE program, the student retention rate has increased by 50%.

Marketing & Strategy

Developed strategy to include an online store to gracienny.com, increasing student membership rate by 150%.



Recognition

Direct Brand's Most Valuable Team Award

Recognizing Direct Brands employees for an exceptional team effort with an acquisition email campaign that generated over 100K in supplemental revenue.

BMG's Star Performer Award

Given to BMG employees to recognize them for their outstanding creativity, dedication, and determination to succeed.



Proficiencies

- Photoshop
- Dreamweaver
- Mac & PC Platforms
- Illustrator
- Office
- HTML/CSS
- InDesign
- Fireworks



Education

St. John's University :: **NY**

BFA in Graphic Design



References

Available upon request.