

# MARIANA FRANZETTI

## Art Director | Las Vegas, Nevada

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Art Director with a diverse skillset for crafting captivating visuals and content. Proven expertise in aligning design strategies with marketing objectives to drive engagement and brand loyalty.

## PROFESSIONAL EXPERIENCE

### Art Director | Freelance

September 2018 - Present

Las Vegas, Nevada

- Leverages expertise in UI/UX design principles to create intuitive and user-friendly websites, resulting in increased engagement and reduced bounce rates.
- Generates and revitalizes style guides, collaborating with e-commerce and professional coaching clients to deliver tailored design solutions for digital and print.
- Utilizes data-driven insights to refine social media strategies, leading to improved post engagement and increased follower acquisition.

### Art Director | Golden Steer Steak Company

August 2022 - March 2023

Las Vegas, Nevada

- Led over two years of creative, resulting in 100% increase in revenue each year.
- Designed and optimized 12 high-converting landing pages, directing traffic from Meta and TikTok with the top performer achieving a 13% conversion rate.
- Conducted A|B testing on over 30 digital ads, utilizing Meta and TikTok best practices, leading to 15% improvement in conversion rates over the lifetime of the ads.
- Executed over 35 photo and video shoots, achieving a 90% alignment rate with the brand's marketing objectives across print and digital campaigns.

### Graphic Designer

November 2020 – August 2022

- Generated over 400 email campaigns promoting product launches, educational content, and seasonal sales, maintaining a 25% average open rate and a 2.5% conversion rate.
- Crafted comprehensive brand guidelines, resulting in a consistent image and reducing revision timelines by 20%.

### Content Editor | System1

July 2019 – March 2020

Los Angeles, California

- Created visuals for 200+ online listicles, editorial articles, and quizzes, leveraging data-driven insights to enhance user engagement and boost site traffic.
- Optimized content workflow by efficiently utilizing System1's CMS System (Wordpress), ensuring streamlined content creation, editing, and publication processes.

### Account Manager | Mediakix

May 2018 – December 2018

Los Angeles, California

- Nurtured simultaneous management of up to 10 accounts, fostering partnerships with clients, social media influencers, as well as management teams and staff.
- Analyzed qualitative and quantitative data post-campaign, culminating in comprehensive performance reports and 70% client retention.

**Account Executive | VaynerMedia**

October 2016 – May 2018

Los Angeles, California

- Coordinated with design and copy teams to brainstorm and execute content calendars and video, contributing to 2-5% increase in content engagement.
- Spearheaded day-to-day communications with clients such as PepsiCo, Mattel, and Toyota, as well as internal teams, including conducting status meetings, delivering analytical reporting, and delivering creative presentations, resulting in a reduction in project turnaround time
- Mentored an intern, guiding their learning and professional growth through note-taking, collaborative email composition, and social listening for content strategy.

## EDUCATION

**A.L.M. in Digital Media Design | Harvard Extension School**

June 2023 – Present

Boston, Massachusetts

**GCert in Design Communication Arts | UCLA Extension**

January 2019 – January 2020

Los Angeles, California

**B.S. in Management of Creative Media | Champlain College**

August 2012 – May 2016

Burlington, Vermont

## SKILL SETS

**Technical Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition), CMS Systems, Figma, Klaviyo, Shopify, Unbounce, Google Suite

**Design Set Skills:** Art Direction, Branding, Content Development, Digital Compositing, Graphic Design, Illustration, Photography & Retouching, Video Editing

**Soft Skills:** Complex Problem Solving, Judgment and Decision Making, Relationship and Team Building, Social Perceptiveness