



MARC PASSARELLI

Design Director | Branding & Digital Marketing Specialist

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Multifaceted career with a proven track record of innovation, collaboration, and success through creative development, visual storytelling, strategic marketing processes, integrated communications system, and high-level graphic design solutions to ensure the attainment of the most challenging objectives with unequalled success.

Hands-on creative, technical, and strategic professional with extensive experience in leading high-profile projects and delivering unique brands to ensure business continuity. Well-rounded professional with a unique skillset; excels at nurturing professional relationships with key stakeholders to grow companies, products, and services through optimal market positioning across diverse sectors. Brand steward recognized as a visionary leader; skilled in managing photo and video shoots, digital and printing processes, encouraging creativity by coaching high-performing teams, and enabling a culture of creative expression. Collaborative communicator continually focused on promoting synergy across business lines leveraging excellent decision-making abilities with keen attention to process details.

- I believe graphic designers have a dramatic influence on commerce and culture
- My discipline comes from the Bauhaus movement — one of the most influential modernist art schools of the 20th century
- Paul Rand, Andy Warhol, Milton Glaser and Saul Bass are four designers that have inspired me
- I developed mentoring skills and an entrepreneurial spirit working in my own start-up
- I know that the only constant in life is change. I made a career managing change, but I'd prefer to drive it.

CORE COMPETENCIES

- Creative Development
- Integrated Brand Campaigns
- Strategic & Objective Process
- Account & Project Management
- Content Marketing
- Digital Marketing, UI & UX
- Creative Problem Solving
- Art Direction & Graphic Design
- Adobe Creative Suite
- Direct Marketing
- Print & Online Advertising
- Team Building & Leadership
- B2B & B2C Communications
- Continuous Process Improvement
- Budgeting & Planning

PROFESSIONAL EXPERIENCE

Creative Director / Manager | Y Branding Inc., (Aka) Y Creative Group, Paramus, NJ | 2006 - 2024

Manage B2B and B2C clients from kickoff to launch with a collaborative and remote business model. Provide engaging and effective branded solutions to gain competitive advantages to help successful companies achieve their larger goals by facilitating processes that establish direction, primary value, competitive differentiation, and increased response. Translate business and marketing initiatives into concise concepts and creative solutions for company brands, product brands, digital demand generation campaigns, packaging, websites, print, social campaigns, and videos/animation projects increasing sustainability and profitability for a diverse group of industries. Analyze the latest trends in industries, product design and changing markets to elevate brand integrity and value. Transform innovative design briefs into unique, relevant, valued and chosen design directions, while leading team meetings in brainstorming and design critiques.

- Interim Creative Director for SaaS firm **Phresia, Inc.**, maintaining 19% year-over-year revenue of \$148.7 million in 2021
- Attained double-digit growth by defining and executing custom-branded marketing plans for **Craftmaster Hardware**
- Reduced printing and production fees by 38% for **Holistic Hound's** packaging and marketing materials by streamlining design and print-production procedures
- Designed a story and produced a video featuring the services of **The Kitchen**, an innovative gourmet venue of **Stratas Foods**, a North American supplier of fats, oils, mayonnaise, dressings and sauces to the foodservice, food ingredients and retail private label markets
- Led successful efforts for branding and demand generation campaigns for **Clearsite** positioning the business to grow from one to five locations in the northeast and increased fleet from one to 16 vacuum excavation trucks valued at \$500k each



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- Delivered effective editorial design solutions to *Muscular Development Magazine*, a **Twinlab Co.**, that boosted magazine sales by +290%. First-ever national magazine client to print direct-to-plate with **R.R. Donnelley & Sons Company**
- Developed and integrated branded campaigns that facilitated **TCS Counseling**, an independent non-profit, to raise \$4 million to purchase a new building for mental health facility
- Created and directed dozens of animated digital interactions for **WebMD's** pharmaceutical and healthcare provider clients worldwide as an outsourced Creative Director
- Directed and designed RFPs for **RailWorks Corporation** to compete in the marketplace for contract bids with Amtrak & New York Economic Development Corporation
- Managed teams and facilitated analysts. Designed/produced wide-ranging digital and print projects, including IT recruitment and diversity campaigns for **Morgan Stanley**

Creative Director / Manager | Group DCA, Montclair, NJ | 2002-2006

- Managed a team of 11 — recruited 7 more for multiple departments. Blended and integrated Rx Brands into unique physician-facing and patient-facing digital interactions — earning **Group DCA** the *Frost & Sullivan Product Innovation Award*

ADDITIONAL EXPERIENCE

Outsourced Creative Director | **Phreesia, Inc.**, Raleigh, NC
Outsourced Creative Director | **WebMD**, New York, NY
Creative Director / Manager | **Morgan Stanley**, New York, NY
Freelance Art Director | **Dentino Marketing**, Jersey City, NJ

EDUCATION

BA Advertising Design | *The College of New Jersey*, Ewing, NJ
Dean's List Jr. & Sr. Years, Paid Student Art Director
Theta Beta Chapter *Founding Father* and *Assistant Pledge Marshal* of the National Fraternity **Theta Chi**

AWARDS & MEMBERSHIPS

Print Magazine, *Print's Best Logos*, *NJ Art Directors Club*, *New Jersey CAMA*, *Frost & Sullivan & Direct Marketing News*
VP & Marketing Chair | Paramus Regional Chamber of Commerce 2010-2021