



# Patrick Campagnone

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## Creative storyteller with 10+ years' experience using creativity to meet marketing goals.

Art Director with 10+ years in print and digital design, excelling in fast-paced SaaS startups and regulated corporate companies. Proven success in delivering data-driven marketing, design, and brand projects. Adept in individual/team roles, managing multiple projects with tight deadlines, ensuring quality through communication skills, collaboration, attention to detail, and staying current with industry trends.

### SKILLS

- Visual Design
- Project Management
- Art Direction
- Branding
- Detail Oriented
- Creative Collaboration

### WORK EXPERIENCE

#### Multiple Companies | Greater Boston, MA, 01/2022 - Current

##### Freelance Art Director

- Created on brand print / digital marketing material for diverse clients, producing impactful presentations, advertising, B2C packaging, and collateral, supporting client objectives.
- Developed creative content for agency-led digital campaigns and paid search ads, optimizing campaign effectiveness, resulting in ROAS over 5x.
- Spearheaded the creation of visual design, digital assets, online marketing materials, and packaging for successful consumer product launches.

#### Denim | Remote, 04/2022 - 09/2023

##### Senior Art Director / Creative Lead

Guided creative brand development and crafted marketing materials for diverse audiences, introducing a new business. Established and managed relationships with external agencies, business, and marketing leadership, ensuring creative alignment with business goals.

- Led creative rebranding, developing a cohesive visual strategy and design standards across digital channels, print, and social media platforms, products, and events, establishing brand recognition.
- Created engaging content for LinkedIn, Instagram, Twitter and Facebook, resulting in a 200% monthly revenue increase from paid social ad platforms.
- Developed best practices for planning, receiving requests, and developing creative briefs, timelines, and project reviews.

#### BNY Mellon - Data & Analytics Solutions | Wellesley, MA, 04/2011 - 01/2022

##### Senior Art Director

Led marketing creative development, collaborating with internal clients and managing internal/external resources for Eagle's brand. Achievements: Established global brand standards, ensuring design and messaging consistency across channels, and spearheaded a brand refresh for Eagle under its parent, BNY Mellon.

- Established brand guidelines, collateral systems, and approval processes to integrate Eagle Investment Systems into the larger BNY Mellon identity, ensuring visual consistency and efficiency.
- Achieved 10% YoY attendance growth (800+ attendees) by collaborating with internal stakeholders and agencies. Crafted the event's visual identity, including booths, promotional materials, presentations, and multimedia assets.

- Managed vendor relationships, overseeing corporate website development, resulting in increased traffic, actionable statistic tracking, GDPR compliance, and improved sales engagement.
- Increased email and web engagement by maintaining, designing, and developing content for the Act-On Marketing Automation Platform.
- Directed, mentored, and managed team members and external contractors (videographers, photographers, and writers) for various creative projects to enhance internal abilities and efficiency.

### **Additional Experience | Greater Boston Area**

- Directed the artistic vision and led a team of designers, production artists, and external vendors, ensuring quality control for 7 major business-line quarterly product catalogs spanning 600+ pages, from initial concepts to final press approvals.
- Orchestrated and directed photoshoots for product and lifestyle projects, ensuring precise coordination and execution.
- Led cross-functional creative teams for global B2B and B2C clients such as Deluxe, Clairol, Wolters Kluwer, HP, Giant Eagle, Garden Remedies, and Clean Harbors.

### **EDUCATION**

**Bachelor of Arts (BA), Communications Media: Concentration in Graphic Design,  
Fitchburg State University**

### **VOLUNTEERING**

**Townsend Ashby Youth Soccer Association Under 5 and 6 soccer coach.**

### **TECHNICAL SKILLS**

#### **DESIGN**

- Adobe Creative Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Figma
- Google Slides
- Illustration
- Microsoft PowerPoint
- Microsoft Word
- Photography / photo-retouching

#### **PROJECT MANAGEMENT**

- Asana
- Hive
- Marketing Automation, specifically Act-On

#### **DIGITAL**

- Webflow
- WordPress
- Working knowledge of HTML, CSS, and video editing (Adobe Premier and Adobe After Effects)