



JANEL PATTI

CREATIVE / MARKETING / PUBLIC RELATIONS

CONTACT

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EDUCATION

Mini-MBA, Digital Marketing
Rutgers University

Bachelor of Arts
Rutgers University
Major: Communication &
Journalism/Mass Media

SKILLS

SOFTWARE

- Photoshop ●●●○○
- QuarkXpress ●●●●○
- InDesign ●●●○○
- PowerPoint ●●●●●
- Illustrator ●●○○○
- Word ●●●●●
- Website Builders ●●●●●
- WordPress ●●○○○
- Excel ●●●●○
- Advantage ●●●○○

PROFILE

Versatile, creative communications professional with 20+ years of agency experience that has worked with a wide range of local, regional and national clients. Accomplished at developing and executing strategic B2B and B2C integrated marketing campaigns that stand out, while maximizing budgets.

HIGHLIGHTS & QUALIFICATIONS

- Comprehensive skill set: strategy development, copywriting, advertising, graphic design, social media, public relations and media planning/buying
- Supportive team player and leader with experience managing a team of graphic designers, media buyers and PR account executives
- Skilled at working in a fast-paced environment, handling multiple projects
- Produced award-winning print, outdoor, TV, radio, digital and social media work
- Developed business-winning pitches using data-driven strategies

PROFESSIONAL EXPERIENCE

FREELANCE MARKETING & MEDIA / OCT 2017 - PRESENT

- Marketing, graphic design and media planning for B2B and B2C clients.

EXECUTIVE VICE PRESIDENT & CREATIVE DIRECTOR / NOV 1996 - NOV 2017

The Marcus Group, Inc. - Little Falls, NJ

- Created and built in-house design and media departments and increased revenue annually in these services.
- Responsible for managing and producing all design projects for a diverse roster of clients and target audiences.
- Developed strategic integrated marketing and communications plans including public relations, advertising, social media, events and direct mail/email.
- Designed all marketing materials (print, digital, broadcast) including ads, websites, brochures, newsletters, logos, direct mail, posters, billboards.
- Copywriting and editing for creative, social media and public relations projects; scriptwriting and editing of radio and video projects.
- Managed all media planning and buying for clients with budgets ranging from \$5,000 to \$4 million. Negotiated contracts and sponsorships. Developed relationships with media reps.
- Created successful social media marketing campaigns and sweepstakes promotions. Managed agency content for social media, blog and website.
- Lead new business pitches, wrote proposals and developed creative that brought in more than 25 new contracts.
- Developed and managed annual client budgets.
- Served as day-to-day account manager for numerous clients and projects.

SKILLS

PROFESSIONAL

- Integrated Marketing Strategies
- Creative Development
- Account Management
- Media Buying & Planning
- New Business Development
- Copywriting & Editing
- Public Relations
- Social Media
- Research & Report Writing
- Google Adwords & Analytics

INDUSTRY EXPERIENCE

- Economic Development
- Education
- Financial Services/Banking
- Healthcare
- Leisure
- Nonprofits & Associations
- Professional Services
- Real Estate
- Technology
- Utilities/Energy

INTERESTS

- Charities & Volunteer Work
- Traveling
- Photography

PORTFOLIO & REFERENCES

Portfolio:

www.cree8tive.com

References:

Available upon request

EXPERIENCE (*Continued...*)

- Recommended, new marketing tools and opportunities for agency and clients.
- Presented to nonprofit and professional organizations on various topics, including: integrated marketing, digital marketing and social media.
- Worked with more than 65 clients, including:

American Wave Machines	Jasco Realty
Boiling Springs Savings Bank	Liberty Health
Brain Injury Alliance of New Jersey	LifeSite
Concord Engineering	Monmouth University
Cullen & Dykman, LLC	New York International School
East Orange General Hospital	Provident Bank
EmblemHealth	SoJo Spa Club
First Energy/Jersey Central Power & Light	Weill Cornell Medical College

ALBUM DESIGNER & SALES CONSULTANT / 1995 - 2000

Stephen Taylor Photography - Bernardsville, NJ

- Conducted one-on-one sales and design consultations with clients.
- Handled layout and design of photojournalistic wedding albums.
- Marked proof photos for production.
- Assisted clients with reprints, retouching and repair requests.

PUBLIC RELATIONS & SPECIAL EVENTS COORDINATOR / 1993 - 1996

New Brunswick City Market, Inc. - SID / New Brunswick, NJ

- Developed and promoted special events for downtown special improvement district, including: annual book fair, food and music festival, concert series, holiday events and contests.
- Wrote and designed media kits, ads, brochures, newsletters, mailers, signs and displays.
- Extensive communication and coordination with city officials, media celebrities, authors, and law enforcement for events and promotions.
- Responsible for daily accounting activities and budget reports.
- Wrote and designed the first downtown New Brunswick web site. Coordinated links and facilitated internet development projects with city agencies.
- Wrote and edited press releases, fact sheets, bios and photo captions.

ACHIEVEMENTS

250+ DESIGN & MARKETING AWARDS

Awards for client work include: APEX, Art Directors Club of NJ, ASTRA, Communicator, Dalton Pen, Davey, Hermes, JASPER, LACP, MARCOM, Mercury, New Jersey Ad Club, PRSA-NJ, Service Industry Advertising (SIAA), Questar, Telly, VEMA and Videographer.

FORTY UNDER FORTY- NJBIZ