

TONY CONSALVO

Interactive Art Director

(631) 525-7684

tconsalvo@gmail.com

www.tonyconsalvo.com

Skills

Responsive Email Design/Dev



Brand/Loyalty Programs



Targeted Email Campaigns



Programming Languages



Creativity/Vision



A/B Testing / Analysis



Odd Time Signatures



Former Semi-Pro Gamer



Software Applications

ADOBE CREATIVE SUITE (PHOTOSHOP, ILLUSTRATOR, INDESIGN, DREAMWEAVER, AFTER EFFECTS, PREMIERE PRO), PROGRAMMING (HTML5, CSS, JAVASCRIPT, XML), WORDPRESS, MAC OSX, WINDOWS

Experience

Art Director, Publishers Clearing House

2017-2020

- Chief Creative Strategist and Lead Designer for the company's multi-million-dollar Loyalty Program. In 2018/2019, I further expanded the Loyalty Program, creating 4 new additional email programs, generating an additional \$7+ Million, exceeding planned revenue by 180%.
- Designed/Developed over 350 emails with CTRs exceeding 95%, lift to order response above 150% and max revenue of \$300k per deployment. Designed counterpart Landing Pages for each effort.
- Managed an aggressive project schedule, coordinating with copywriters and cross-functional team members to keep projects on schedule.
- Mentored and cross-trained a team of 18 junior, mid and senior-level web designers.
- Led and set customer experience standards for the ecommerce program, modifying as needed in the ever-changing digital landscape.
- Researched new and innovative coding techniques, creating proof-of-concepts and testing them via our in-house mobile lab and online testing software before sharing with the entire team.
- Led a quarterly meeting for 20+ digital design team members to establish best-practices and efficiencies, as well as showcasing new cutting-edge coding techniques.
- Appointed to represent the ecommerce creative team at high-level quarterly departmental results meetings. Presented via powerpoint and discussed analytics and design walk thrus.
- Maintained a high standard of design and UI/UX, making sure email and landing page builds are compatible and running smoothly across all platforms and devices.

Head Web Designer, Publishers Clearing House

2012-2017

- Spearheaded 7 Digital Property Email Programs that grossed a cumulative annual revenue of \$60 Million. Designed and coded over 400 emails which deployed to our 3+ million users.
- Piloted two new email loyalty programs, the VIP Sweepstakes program and the Presidential Preferred customer loyalty program, generating over \$15 Million within 2 years and reaching \$30+ Million by year 4.
- Acted as liaison between the Operations/Creative/Marketing teams to help develop a new targeted device that re-engages inactive users, converting them back into customers. We saw an overall 15% lift to order response.
- Presented and brainstormed new ideas to creative and marketing teams to be used in all digital efforts.
- Designed over 300 static and animated banners to be used in our social marketing efforts as well as in all of our digital properties websites. Social engagement saw a 85% increase, 55% lift in page views, and 44% lift in user engagement.

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Freelance Art Director, Energy Fitness Gym

2010-2011

- Designed and developed a state-of-the-art Interactive Personal Training Kiosk that helped boost sales by 65%. Recorded 400 videos, edited audio/video and added to custom html.
- Lead creative strategist and launched initial website to boost marketing efforts which saw 55% boost in sales. Contributed new ideas for the marketing team and made monthly updates.
- Designed print collateral to be promoted at all franchise locations across Long Island.

Senior Web Designer, New York Islanders

2008-2009

- Manager and Lead Designer of the professional hockey team's website. Worked closely with the leagues HQ in NYC and proposed enhancements to the Content Management System to be implemented cross-country with every NHL team.
- Designed NYIBusinessClub, a website proposed directly from the Owner of the team. Page views and daily visits exceeded plan by 150% and generated revenue over \$5 million which would primarily be used for future marketing promotions and upgrades to Nassau Coliseum.
- Studied the user experience of a standalone education initiative website under the direction of the Islanders owner. Made several recommendations for usability improvement and after implementation, boosted traffic 500%, user retention 200%, and total pages viewed by 300%. Site was featured at SXSW Conference in 2009 as a benchmark for best UI/UX practices.

Junior Web Designer, Natures Bounty

2006-2007

- Lead Designer for 10 domestic and international ecommerce and wholesale websites including NBTY, GNC UK, Metrx, Vitaminworld. Increased user engagement and page views by 50% utilizing flash animations and new layout.
- Coordinated with Marketing and Development teams to improve ecommerce shopping experience that tied directly to TV and Direct Mail campaigns.
- Deployed over 100 emails. Increased Open Rates 73%, Increased clicks 45% and Increased Revenue 35%. Managed several photoshoots for homepage graphics.

High Profile Clients

VONAGE, PAYPAL, PUBLISHERS CLEARING HOUSE, NATURES BOUNTY(NBTY), METRX, VITAMINWORLD, GNC UK, NEW YORK ISLANDERS, DARBY DENTAL

Education

Bachelor of Arts, Interactive Digital Design, Quinnipiac University, Hamden, CT
Minor, History, Quinnipiac University, Hamden, CT