

TONY CONSALVO

Creative Director

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Profile

A seasoned leader, creative strategist and designer with 15 years of proven practice.

Highly motivated to explore new and exciting challenges.

Looking to apply years of strategic enterprise level experience to my next opportunity. Who's next?

Adobe Creative Suite

Photoshop | Dreamweaver
Illustrator | Audition | Indesign
After Effects | Premiere Pro

Development

HTML5 CSS XML PHP Javascript

CMS Platforms

Wordpress | Joomla | Drupal

Skills

Responsive Email Design / Dev



Brand / Loyalty Programs



CRM



Leadership & Management



Innovative Feature Development



A/B Experimentation / Eventing /

Analysis



Motion Graphics / Animations



UI/UX Design



Odd Time Signatures



Former Semi-Pro Gamer



Experience

Art Director, Publishers Clearing House 2017-2020

- Chief Creative Strategist and Lead Designer for several multi-million-dollar revenue generating Loyalty Programs. Further expanded the pilot Loyalty Program, creating 4 new additional email series, generating an additional \$7+ Million, exceeding projected revenue by 180%.
- Designed/Developed over 350 responsive campaigns optimized for over 95% CTR conversion. The campaigns drove over 150% lift to order response and max revenue of \$300k per deployment. Designed counterpart Desktop/Mobile Landing Pages plus re-engagement lightbox devices for each effort.
- Managed the full development and release life cycle for an aggressive project schedule, coordinating with legal, copywriters and other cross-functional teams to keep projects on schedule.
- Mentored a team of 18 junior, mid and senior level web designers. Cross-trained a team of management and senior management peers consisting of Art Directors, Senior Art Directors and Creative Directors.
- 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, 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, showcasing design and animations and discussed analytics.
- 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 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 a 3+ million target audience daily.
- Piloted two new email loyalty programs, the VIP Sweepstakes program and the Presidential Preferred customer loyalty program, generating over \$15 Million in 2 years and reaching \$30+ Million by year 4.
- Acted as liaison between the Operations and Creative Marketing team to help develop a new targeted device that re-engages inactive users, converting them back into customers. This device gave us 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 deployed in our social marketing efforts and all of our digital properties websites. Social engagement saw a 85% increase, 55% lift in page views and a 44% lift in user engagement.

Creative Director, Energy Fitness Gym 2009-2012

- Designed and developed a state-of-the-art Interactive Personal Training Kiosk. Recorded and edited 400 exercise videos. Created easy to use UI/UX interface incorporating custom html/css. Available to 1000 gym members which boosted sales by 65%.
- Lead creative strategist and launched initial website. Conducted brainstorming sessions with marketing and upper management, encouraging strategic and creative thinking to develop innovative and actionable creative initiatives within budget to address the marketing strategy and business goals. Managed Google SEO, made monthly website updates which generated a 55% boost in sales.
- Designed print collateral, marketed and promoted at all franchise locations across Long Island in addition to direct mail and local newspaper ads.

Senior Web Designer, New York Islanders 2008-2009

- Manager and Lead Designer of the professional hockey team's website. Worked closely with the NHL HQ in NYC and proposed enhancements to the Content Management System to be implemented cross-country with every NHL team. New designs increased user engagement by 50%.
- 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.
- Researched 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%. Awarded best UI/UX Design at 2009 SXSW Conference.

Education

B.A. Interactive Digital Design, Quinnipiac University, Hamden, CT