

TARA L. MACOLINO



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PROFILE

9 years of graphic design experience in metro New York in the retail, wholesale, beverage alcohol, and hospitality industries. 8 years of art direction, team leadership, project management, business development and business strategy expertise. Always reliable, skilled artist and designer, working in a fast paced environment, working within and usually ahead of deadlines.

EDUCATION

SCHOOL OF VISUAL ARTS

Bachelor of Fine Arts; Illustration
2002-2005

PAIER COLLEGE OF ART

Undergraduate Studies: Illustration
1999-2002

SOFTWARE SKILLS

ADOBE INDESIGN

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

MICROSOFT WORD

MICROSOFT POWERPOINT

MICROSOFT EXCEL

DREAMWEAVER

BUSINESS SKILLS

- art direction •
- design concept to finish •
- print design •
- pre-press file prep •
- digital design •
- team leadership •
- project management •
- business development •
- customer care •
- public speaking •
- employee / peer training •
- networking •
- social media •
- native English speaker •
- learning Serbian A1 level •

CURRENT POSITION

BRANDMUSCLE / EMPIRE MERCHANTS Queens, NY: 8.2007 to present

GRAPHIC DESIGN MANAGER: Directing a dynamic design department which focuses on local, customized, on-demand marketing tailored to the needs of our client, Empire Merchants, metro NY wine and liquor distributor.

- Designing custom POS print materials
- Art directing and leading design team of 4
- Hiring and training design team
- Peer training, presentations at sales meetings
- Ensuring designs stayed within NY State legal guidelines, working with Empire compliance manager
- Outperforming the national average for the company by consistently delivering under the standard turnaround
- Developing and implementing business strategies to streamline workflow and SOP
- Consistent growth in revenue, 2013 almost doubled monthly revenue by developing business with the supplier chain as well as the wholesale chain
- Directly affecting thousands of dollars in wine and liquor sales from the creative and timely execution of custom POS

PAST POSITIONS

EMPIRE MERCHANTS / PEERLESS IMPORTERS Brooklyn, NY:
12.2005 to 8.2007

- GRAPHIC DESIGNER of custom POS print materials
- Completed design / print within extremely fast paced environment
- Tasked with upgrading entire department's equipment: new Mac computers, Adobe Design software bundle, new large format printers, as directed by Empire COO.

DIDIART ANGELS NON-PROFIT NY, NY: 4.2005 to 10.2013

- Volunteer mural painter for DidiArt Angels Non-Profit Charity
- Voting officer for matters concerning the board
- Secretarial duties / overseeing the yearly online board meeting

BRESCOME BARTON North Haven, CT: 1996-1997

- Assisted designers in art department with shelf talkers
- File clerk