

TRISH MACARI

CONTACT

- 📍 Brooklyn, NY
- 📞 631-275-4111
- ✉️ triciamacari@gmail.com

SKILLS

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- PowerPoint
- Keynote

EDUCATION

Farmingdale State College
Visual Communications
May 2012
Cum Laude GPA: 3.85
Presidents List
Design Club President

AWARDS

- 30 Under 30 Long Island
- Brides Choice Award 2015
- Moxxie Network Outstanding Logo Design
- Academic Excellence Award
- Outstanding Graduate Award
- Academic/Involvement Scholarship
- Best of Long Island Award - Student Category

VOLUNTEER

- Big Brothers Big Sisters, NYC
- Adopt-A-Family Committee
- Big Night Out Gala Committee - BBBS
- Habitat for Humanity
- Christian Children's Fund

EXPERIENCE

● **MEDIAMATH** *senior manager, global creative*

- Visionary for MediaMath's in-house creative team, managing company brand globally, leading ongoing development of brand guidelines/style guide, ensuring appropriate understanding and execution throughout the company
- Collaborate and brainstorm with the sales team on projects for clients such as Havas, IBM, T-Mobile, AT&T, Macy's, Staples, Bank of America, HomeDepot, Johnson & Johnson, Walmart and Nestlé
- Managed creative process for company re-brand from concept to production across all marketing media including logo design, presentation templates, website visuals, digital & print advertising, email, video, and events of all sizes
- Internal and client-facing event support including Cannes Lions, CES, Advertising Week, Team Summits
- Display booths, Landing page design, Collateral day-of items, Presentation Design, Webinar Design, Video creation
- Video design: pre and post-production
- Internal Communications, Sales Training, Marketing videos

● **REAL CONTENT MEDIA GROUP** *digital marketing, creative director*

- Owned and created company identity through logo, web, print, social media, and presentation design
- Built and lead creative marketing strategy for RealFootballNetwork.com and HealthStylesNetwork.com
- Designed and deployed social media plans for Twitter, Facebook, Instagram, Snapchat, Facebook live with comparison analysis using Google Analytics while managing a social media team of five people
- Created marketing materials using Photoshop, Illustrator, InDesign, and PowerPoint as sales enablement tools to launch company sponsorship, partnership, or content collaboration with Amazon, Yahoo, Fios, Draft Kings, NESN, Margaritaville, and SiriusXM Radio
- Managed partnership with Jimmy Buffet's Margaritaville including advertising design, social media promotion, giveaway collaboration and weekly email campaign

● **CAROLINE JAMES, NY** *creative director*

- Designed and developed company branding, logo, website and product
- Featured on TheKnot.com, StyleMePretty.com, BRIDES.com, MarthaStewartWeddings.com, TheWeddingChicks.com, WeddingWire.com,
- Collaborated with vendors and contractors to deliver a differentiated product
- Generated leads to expand database of clientele through bridal shows, networking events, social media and WeddingWire World