



Denise Petti
330 East Third Street
Moorestown, NJ 08057
info@denisepetti.com
(609) 760-4334

SUMMARY OF QUALIFICATIONS

Accomplished, dynamic creative director with expertise in all critical areas of business management including: marketing and design, corporate branding, content management, development and execution of strategic business processes and campaigns, and talent management. Resourceful and strategic thinker with creative approach to organizational development. Logical and detail-oriented with outstanding work ethic and ability to build effective teams. Passionate and driven with focus on client loyalty and success. Proficient in Adobe Creative Suite, Microsoft Office, Google Apps, Quick Books, and Salesforce.com.

CORE COMPETENCIES

- Strategic Campaign Planning
- Corporate Branding / Design
- Content Writing & Editing
- Project / Production Management
- Sales & Marketing
- Talent & Staff Management

WORK EXPERIENCE

Director of Operations
Conigent, Haddonfield, NJ

December 2010 to Present

Assisted with the successful launch of start-up technology management consulting firm, aligning company business strategy with brand recognition and public relations efforts. Responsible for the development of company marketing collateral, including case studies, staff profiles and bios, media releases, and web content. Collaborated in the conceptualization and roll-out of Conigent's 1:1:1 Philanthropy Program, determining charitable causes, calendar of events, delegation of tasks, and identifying and planning for the various stages of execution. Led the comprehensive process for SBA 8(a) certification as well as DBE & MBE certification for the states of NJ, PA, DE, and CO. Manage the lead generation methods for establishing relationships with contracting officers as well as the sales cycle in Salesforce.com. Developed and documented a variety of business processes and manuals, including, invoicing, the corporate handbook, employee orientation, and the review & appraisal process.

Marketing & Design Consultant
Denise Petti Designs, LLC, Moorestown, NJ

January 2000 to present

Develop and deliver consistent brand message for a wide array of clients through design of marketing materials and writing of content for press kits, postcards, brochures and e-mail campaigns. Improve branding efforts through development of unified content for respective websites.

Editorial & Design Manager
Artcraft, Moorestown, NJ

April 2007 to January 2009

Assisted with the successful launch of niche business-to-business start-up division through development of unique, dynamic campaigns effectively contributing to expansion of Artcraft Promotional Concepts. Managed product development, art direction, and catalog layout for demographically targeted products and campaigns for variety of nationally celebrated events. Managed copywriting, editing, branding, logo design, studio photo shoots, and image re-touching.

For samples of design work, please visit my online portfolio at: www.denisepetti.com



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WORK EXPERIENCE (Continued)

Brand Co-Manager
Victoria's Secret, Deptford, NJ

July 2006 to January 2007

Exceeded sales goals through strategic planning, consistent management, & effective communications. Built strong sales team of 75+ associates through staff development, training, and education. Increased sales and improve brand image through flawless execution of merchandising guide. Maintained top position for personal sales performance throughout 13-store district.

Marketing Director
Hair One, Inc., Medford, NJ

April 1993 to May 2006

Developed marketing campaigns, designed advertising materials, managed budgets for a chain of hair salons and upscale spas in South Jersey. Supervised production for website, television, and radio campaigns. Maintained brand consistency with internal and external promotions and other design projects. Increased profits by managing design and renovation of two salon/spa facilities to align visual appeal with marketing and branding efforts.

SPECIAL AREAS OF INTEREST

Accomplished writer & editor of children's books, short stories, essays, poetry, and screenplays as well as song lyrics and greeting cards. Published personal essays (5) in Burlington County Times, All About U (2006-2007); creative non-fiction (1) in Stories from the Heart, Church Women United (2009); and poems (4) in Venture Literary Magazine (2009). Also contributing lyricist for local children's musicians, Ernie & Neal and local music group, Deep Fried Thorns.

EDUCATION

Rider University
Bachelor of Arts in Liberal Studies
Concentration in English Writing
Minor in Film & Media Studies
Lawrenceville, NJ

University of the Arts
Coursework in Graphic Design & Screenwriting
Philadelphia, PA

Burlington County College
Associate of Arts in Liberal Arts
Concentration in Graphic Design & Journalism
Pemberton, NJ

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