

Marley Israel | Art Director

917.880.9944 • www.marleyisrael.com • marley@marleyisrael.com

EXPERIENCE

ORACLE | Graphic + Interactive Design Director, 2016-present

- Graphic lead for an innovative team transforming digital marketing at one of the world's flagship tech companies
- Conceptualized and developed creative content and implemented designs throughout e-newsletters, infographics, blogs and social posts
- Created and established the brand look and feel for CX Applications and promotional materials used by 100+ marketing managers
- Designed content marketing materials providing sales teams with content strategies to engage/nurture customers and win business

FREELANCE CLIENTS | Art Director, 2014-2016

W Magazine, Allure Magazine, Fairchild Media, TalkSpace Online Therapy

- Conceptualized, designed and produced creative content including, GIFS, highimpact web banners/units, eblasts, invitations/event collateral for W Magazine and wmag.com
- Designed and packaged wide range of customer-facing advertising and marketing materials used to drive sales
- Developed layouts and designs for event materials including logos, catalogues, eblasts, agendas, signage, pop-up banners and presentations

BLOOMBERG / GLOBAL ADVERTISER MARKETING | Art Director, 2011-2014

- Created integrated global marketing campaigns across Bloomberg's media properties, including print, television, mobile, online and radio — deliverables helped earn an Advertising Age SAM Award measuring ad effectiveness, May 2012
- Designed promotional materials and collateral surrounding B2B events, including invitations, print and online ads, brochures, eblasts, microsites, programs, signage, social media and presentations
- Established design guidelines for category presentations to align Bloomberg's media brands with key industries, including technology, business, finance and lifestyle

FAIRCHILD FASHION GROUP / CONDÉ NAST | Art Director, 2009-2011

- Designed and produced all print and online marketing collateral that promotes Women's Wear Daily as well as other Fairchild divisions including Footwear News and Summits
- Collaborated with publishers, marketing managers, copywriters, sales staffs and clients to generate big ideas, marketing strategies, sales materials, advertisements and special advertising sections
- Developed concepts, layouts and design for event materials including logos, invitations, programs, signage, posters and presentations

GOLF FOR WOMEN MAGAZINE / CONDÉ NAST | Art Director, 2008-2009

- Designed and created brand-specific sales tools, custom portfolios, PowerPoint presentations and sell sheets to generate sales
- Developed category and project-specific initiatives, including custom advertorial sections, sales presentations, printed collateral, advertiser tie-in promotions, direct mail and other sales support tactics

GOOD HOUSEKEEPING MAGAZINE / HEARST PUBLICATIONS | Senior Graphic Designer, 2005-2008

- Developed and created design solutions that met both advertiser objectives and readers needs
- Led creative discussions with marketing and sales representatives concerning approaches for big ideas and overall brand strategy to meet marketing and business objectives

MAXIM MAGAZINE | Graphic Designer, 2004-2005

- Worked with marketing and sales staff to create sales and advertising material
- Assisted in the concept, design and execution of Maxim branding for all events, invites, decor and signage and designed in-book house ads and special sections for various Maxim brands

EDUCATION

PARSON'S SCHOOL OF DESIGN | New York, New York

1995 - Course Work in Advanced Computer Design & Typography

NORTHEASTERN UNIVERSITY | Boston, Massachusetts

1994 - Bachelor of Arts in Graphic Design