



EMILY ROSE HARTNETT

Art & Digital Marketing

CONTACT

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🏠 154 Regent Avenue
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EDUCATION

B.A. GRAPHIC DESIGN

2016

Empire State College

SKILLS

Photoshop
Illustrator
InDesign
Acrobat
Dreamweaver
Divi
Emma (ESP)
Pardot (ESP)
Listrak (ESP)
Marketo
Asana
Magento
Mail Chimp (ESP)
Microsoft Office Shopify
Showpad
Sketch
Bronto (ESP)
Trello
Wordpress
Wrike

ABOUT

I have over 17 years of experience in Digital Marketing & Art Direction with a demonstrated history of working in the consumer goods, non-profit, higher education, health, and wellness industries. I am skilled in e-commerce, UI/UX design, email marketing, web design, print, and art direction.

QUALIFICATIONS

- Art direction
- Brand identity
- Copywriting
- CRM / analytics
- Direct mail
- Ecommerce
- Email campaigns
- HTML / CSS
- Marketing
- Photography (lifestyle / product)
- Packaging
- Print materials
- SEO / SEM
- Social media
- Trade show exhibits
- UI / UX design

EXPERIENCE

SENIOR FRONT END DESIGNER

Henry Schein / Brasseler USA | 4.21 – Present

- I work with the Digital Marketing Director to aid the company with its digital marketing and design needs.
- I am in charge of all email design and deployment: from html creation to execution.
- I am the principal designer in charge of 10 company websites, updating copy, imagery, designing new pages, and implementing UX/UI functionality.

GRAPHIC DESIGN MANAGER

E&I Cooperative Services, Inc. | 11.19 – 4.21

- I was head of the Creative Department and oversaw all incoming projects.
- I worked with a diverse team of designers, copywriters, and marketing specialists.
- Daily tasks included managing design projects for higher education clients and assisting business partners with branded emails, collateral, and publications.
- I managed the company website, made daily updates, created micro-sites, and set up education-based webinars.

EMAIL MARKETING MANAGER

New Vitality (NAC Marketing Group) | 3.18 – 11.19

- I designed and scheduled all monthly promotional email campaigns using Listrak.
- I optimized email strategies and conversion results through A/B testing, segmentation, and personalization.
- I maintained my company's e-commerce website by making daily updates, creating promotional web banners, designing new product pages, and writing content.
- I also designed product packaging and took photographs of products.



WEBSITES

atozenacupuncture.com
brasselerusa.com
brasselerdental.com
erhartnettdesigns.com
eandi.org
giginewyork.com
greengobbler.com
graphicimage.com
impressart.com
leesa.com
n2y.com
naturesbounty.com
newvitality.com
puritan.com
romanoff.com
vitamins.com

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EXPERIENCE CONTINUED

SENIOR GRAPHIC DESIGNER

The Nature's Bounty Company, Inc. | 1.15 – 3.18

- My main tasks included designing promotional web banners, emails, mobile ads, print collateral, and packaging.
- I designed monthly site graphics for Puritan.com and content for social media pages.
- I worked alongside a team of four other designers and was involved with multiple cross-channel marketing campaigns.

CREATIVE SERVICES LEAD

Luitpold Pharmaceuticals, Inc. | 3.13 – 1.15

- My main tasks included FDA-approved pharmaceutical label creation and packaging, product design, promotional campaigns, advertisements, brochures, email design, banner ads, trade show exhibits, and website design.
- I was also the corporate photographer and took pictures of products, packaging, corporate events, and executive portraits.

MARKETING MANAGER

Topix Pharmaceuticals, Inc. | 9.11 – 2.13

- I managed an eight-person art department for a medical-grade private label skincare company.
- My main tasks included creating and implementing web and print promotions, product labels, packaging, and catalogs.
- I worked closely with the CEO and sales team to improve marketing efforts and increase ROI.

ART DIRECTOR

The CPW Group, Inc. | 2.09 – 9.11

- I managed the art department for a small direct marketing firm.
- I designed all in-house projects, client creative, and oversaw digital print production.
- I headed up the marketing team and managed the entire creative process, including research, conception, design, and delivery of print and web materials to customers.

FREELANCE & CONTRACT WORK

Leesa Sleep | Spring 2021

n2y | Winter-Spring 2021

Wine Enthusiast Catalog | Winter 2020

Savannah Airport | Fall 2020

Graphic Image/GiGi New York | Summer 2018

EcoClean Solutions (GreenGobbler.com) | Fall 2018

Romanoff International Supply Corp. | Winter 2017