



# Amy Mazzoni



## CREATIVE DIRECTOR

Award winning Creative Director and small business owner with over twenty years of experience leading successful product packaging and marketing campaigns for major brands. (i.e. **Disney, Target.**) Led teams of 6 –15 people across technical, creative and marketing departments.

## EXPERIENCE

**MAZZ CREATIVE & CONSULTING, LLC., Phila, PA**  
**President; Graphic Designer; Creative Consultant**  
March 2013 – Present

- ▲ Consulting – Assist businesses whose clients include major retailers & smaller businesses with designing & producing exciting concepts for impactful graphics.
- ▲ Design – Provide design expertise to companies & identify opportunities for improvement related to branding, graphics, packaging, and marketing collateral.
- ▲ Professional Development – Development of industry professionals by providing mentorship & also connecting potential employees / employers.
- ▲ Event Planning – Provide expertise, deliverables, event photographers, manage donations & supervise event staff concerns / issues.

**Almar Sales Company, NY, NY**  
**Creative Director**  
Sept 2012 – March 2013

- ▲ Created consistently compelling packaging and deliverables for sales and product merchandising.
- ▲ Reorganized department, instilling a creative, collaborative, and professional atmosphere via positive mentorship.
- ▲ Elevated company creativity and developed innovative packaging that was well received internally and externally in meetings with licensors and retailers.

**Creative Designs International, Trevoze, PA**  
**Director of Creative Services**  
Dec 2006 – Oct 2011

- ▲ Provided art direction for packaging of the 2009 Toy of the Year, Mattel's Barbie Pet Vet Center.
- ▲ Creative directed outstanding packaging examples which Mattel included in their 2012 Packaging Style Guide as "Best Of" examples which increased revenue and acquired more planogram space in Target & Walmart; packaging designs inspired Mattel's next Packaging initiative.
- ▲ Rewarded with two promotions and CDI's flagship line, Disney Princess, (containing thousands of SKU's worldwide; Invited to collaborate with Disney's Art Director to develop and launch a new packaging style guide.
- ▲ Streamlined art department by introducing new policies and procedures that enabled more efficient quality control, better brand adherence and decreased errors (resulting in less delays / waste and increased revenue.)

## SKILLS

Advanced knowledge of macOS ▲  
Big Sur (version 11.6); Adobe CS;  
Microsoft Office; QuarkXPress  
Strong leadership skills taking projects from ▲  
concept to completion, thorough understanding  
of upholding branding standards (i.e. **Disney, Target.**)  
Steadily increased company revenue and increased ▲  
planogram space via packaging innovation and  
creating sound relationships between brand  
managers and retailers.

## EDUCATION

B.F.A. Graphic Design ▲  
Tyler School of Art at Temple University ▲  
Philadelphia, PA – 1999  
Temple Rome Program – 1997 ▲

## COURSES

Dale Carnegie Management Classes – 2003 ▲  
Advanced Photoshop Class – 2003 ▲  
Damond John Entrepreneur Workshop – 2018 ▲

## PROJECTS

American Cancer Society ▲  
Successfully planned and managed annual  
cancer golf benefit luncheons (2016 – 2019)  
All proceeds donated to charity.  
Alzheimer's Association ▲  
Successfully planned, created all graphics  
and managed "Beef and Beer" (2018)  
Sponsored by 98.1 WOGL and Team "Stand by Me"  
All proceeds donated to charity.  
The Fields Movie ▲  
Provided creative direction for all  
movie graphics; designed movie props.  
The Fourth Dimension Movie ▲  
Honorable Mention, Cinnevegas Film Festival – 2006  
Provided creative direction, all movie graphics,  
promotional swag and designed many movie props.

## ADDITIONAL INFO

Additional work experience available upon request ▲  
References available upon request ▲  
Full portfolio available at ▲  
<https://www.amymazoniportfolio.com>

