

AMANDA SEBASTIANI

SR. ART DIRECTOR

Purpose-driven Art Director leading with core values of Curiosity, Simplicity, Empathy, and Trust.

CAREER EXPERIENCE

RALEY'S, W. SACRAMENTO, CA

Art Director

October 2021–CURRENT

Directs and develops creative design and execution of Raley's evergreen and seasonal marketing, advertising, and internal communications objectives. Works closely with multidisciplinary teams to determine and translate marketing objectives into clear creative strategies.

Guides creative strategy for paid media tactics based on platforms (video, stories, etc.)

Oversees a team of designers, freelancers, and agencies leading creative from concept to execution with oversight on design, content, and photography.

Directs creative and art for photo and video on set. Schedules photoshoots with Photo Studio team utilizing marketing project and campaign schedules. Works with Photo Studio Producer to select photographer, videographer, and food stylist appropriate for style and type of shoot within budget.

RALEY'S, W. SACRAMENTO, CA

Contract Art Director

June 2021–October 2021

Acted as creative lead in day to day proofing and art direction for designers, conceiving photoshoots and art direction for a variety of campaigns. Oversaw a team of designers, contractors, and agencies, leading creative from concept to execution with oversight on design, content, and photography. Worked cross functionally with external teams and agencies to develop and execute a wide range of touch-points including print, digital, and experiential design.

- Streamlined the distribution and art direction of 100's of photo assets for the Holiday 2021 campaign through developing 3-5 usable shot orientations and a new corresponding file naming convention
- Contributed to elevating creative strategy and honing processes through working with project management team, stakeholders, and copy writer on creative briefs and copy decks, implementing project kick offs and streamlined creative process for freelancers and designers

TRIFECTA, SACRAMENTO, CA

Senior Graphic Designer

July 2019–April 2021

Led and managed the development and production of Better-For-You DTC paid media creative efforts. Overseeing creative briefs, direction of creative campaigns, marketing and ad strategy, and development of brand voice, tone, and

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PROFESSIONAL SUMMARY

Experience in art direction, advertising and marketing has allowed me to be involved in everything from new product strategy to developing key campaign creative. I am highly skilled in graphic design, art direction, brand marketing and creation, motion graphic design, performance creative, organizing and leading large photoshoots, and everyday brand maintenance. In addition to my creative and strategic work, I participate and organize many community events, with the goal to stay creatively connected and creating a positive impact in the world.

AREAS OF EXPERTISE

LEADERSHIP & MANAGEMENT

- Delegating and giving feedback to design teams and managing projects together with larger teams
- Managing and directing effective video and photoshoots
- Ability to juggle multiple projects at once and appropriately prioritize

CREATIVE & DESIGN SKILLS

- Advanced skills in AfterEffects and motion graphic design
- Fluent in Adobe Photoshop, Indesign, Illustrator, Premiere, and Adobe XD
- Process and user-first oriented designer

MARKETING & BRAND STRATEGY

- Expertise in the DTC ecosystem with an emphasis in the phases of the customer journey and experience
- Brand identity and goals
- Identifying target demographics and audiences

COMMUNICATION & COLLABORATION

- Collaborating with cross-disciplinary teams and groups on large projects and events
- Presenting the logic underlying creative direction and design decisions
- Presenting creative to senior level clients of international brands

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CAREER EXPERIENCE CONT.

visuals. Contributed to market research, including persona development, testing, and optimization specifically focused in the DTC ecosystem. Provided team direction and fostered career development with a diverse group of team members.

- Introduced and produced motion graphics as a key element in the Trifecta marketing mix
- Developed creative strategy and art direction that bolstered Trifecta's paid media ad library, resulting in effectively scaling spend more than 100% YoY while maintaining target click-through rates and return on ad spend
- Created and implemented ads that grew Trifecta's YouTube brand lift to 4.68%, outperforming the platform's high-average benchmark of 2.66%

CONTINUUM DISTRIBUTION, W. SACRAMENTO, CA Creative Marketing Strategist Sept. 2018–July 2019

Worked collaboratively with Creative Director on product launch and promotion campaigns. Supervised a small production team tasked with providing printed and digital campaign materials to dozens of cannabis brands. Projects consisted of branded sale sheets, buying guides, and social media posts. Managed a wide range of projects, including creation of design briefs, determining requirements, and generating overall creative and business strategies. Worked cross-functionally with suppliers, logistics, and sales departments and led the overall strategy and vision of sales and marketing initiatives.

- Managed the company-wide implementation of Wrike
- Strategized, launched, and managed a new brand Instagram account
- Created and implemented a robust request system designed to better manage creative brief and project requests, resulting in improved efficiency for marketing team

RUNYON, SALTZMAN INC., SACRAMENTO, CA Art Director May 2017–Sept. 2018

Led art direction, including the design of print, outdoor, and digital campaigns. Oversaw design production of collateral for educational and advertising campaigns. Generated strategic concepts with an emphasis on social and behavioral marketing, as well as sales.

CLIENTS: Delta Dental, CalMHSA, The Niello Company

EDUCATION

BFA in Graphic Design
California College of the Arts,
San Francisco, CA, 2009-2013

LEADERSHIP HIGHLIGHTS

Co-Founder
CreativeMornings,
Sacramento Chapter

Leadership Council
Metro Edge,
Sacramento Metro Chamber

AWARDS

Gold ADDY,
Sacramento Region, 2018
Video, Broadcast / The Niello Company,
We're Just Getting Started

Silver ADDY,
Sacramento Region, 2018
Print, Brochure / LA County Foster Youth,
Graphic Novel

Silver ADDY,
Sacramento Region, 2017
Social Media / Regional Transit,
Motion Graphic

Bronze CAPPIE Award,
Short-Term PR Campaign, 2017
Regional Transit,
Golden 1 Center Grand Opening