JAMIE HOFFMAN

ART DIRECTOR, GRAPHIC DESIGNER

PROFILE

I have 11+ years experience as an in-house creative lead for two Philadelphia retailers. I've managed multidisciplinary creative teams to expand brand awareness and identity across multi-channel marketing initiatives. From ideation to execution, I have the ability to create innovative concepts, inspire a team and execute on a wide range of mediums. My approach to design is strategic, I am a problem solver, content creator and experience cultivator. One half creative, one half analytical, I develop creative solutions that are design forward yet business minded, contributing to the bottom line.

EDUCATION

1998 - 2000

Interior Design

Art Institue of Philadelphia

SKILLS

Art Direction Print Design Digital Design Photo Styling Visual Merchandising Email Marketing Social Media



TOOLS













CONTACT

102 Ardmore Avenue, Ardmore, PA 19003

t: 484.256.3908

e: JamieHoffman001@gmail.com w: JamieHoffmanDesign.com

facebook.com/Jamie.Hoffman.g

EXPERIENCE

2014 - Present

Carlino's

Director of Marketing

Leading a 30 year old brand through its next evolution by redefining their visual identity and brand voice. Responsible for new style guidlines for all visual assets from new logo design, store signage to product packaging, print and digital marketing collateral. As well as the overall store experience with new uniforms, music selection and employee training programs.

- Developed and integrated a promotional content calendar along with budget and KPI's.
- Manage a multidisciplinary creative team overseeing all aspects of production,
- Within the first 3 months achieved a 35% increase of YOY sales using email, social and in-store marketing.
- Developed a cross departmentally planning process aligning the creative, operations, culinary and merchandising teams to work towards one vision.
- Revamped the online and in-store gift program resulting in a 31% YOY increase in sales during the holiday season.

2005 - 2014

Di Bruno Bros.

Creative Design Manager

Oversaw the visual identity of a 75 year old brand that included 5 retail locations, e-commerce, catering and wholesale divisions ~ \$50MM in sales. As an instrumental leader of the brand, I was able to grow with the ever changing landscape for 9+ years as Di Bruno Bros. evolved from 1 retail location to 5. This also inculdes significant growth through their ecommerce and wholesale divisions, both of which expanded from a local to a national level during this time. Reported directly to the President /CEO as well as the Marketing Director while collaborating cross departmentally with marketing, merchandising and operation teams to meet brand objectives...

- Responsible for the visual identity and style guidelines for all creative channels. E.g. Store décor, ads, product development and packaging, marketing collateral, visual merchandising, store signage, photography, catalogs, corporate identity and all digital assets.
- Managed a multidisciplinary creative team overseeing all aspects of production on a wide range of mediums.
- Collaborated on the launch of 2 retail locations, 1 store within a store a store and 3 major store revamps from store design to signage and decor.
- Executed the design of 12 private label lines .Top lines seeing over 150k increase in yearly sales.