



Robert Corsetti

Designer / Illustrator / Creative Director / Problem Solver

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I love creating something new bringing ideas to life through any form of visual communications. It's what awakens my soul, inspires me to make the world a better place. I create marketing and advertising that captures the viewer's attention, tells a story that resonates with and influences my audience. This is the way to provoke emotions, excite the audience into action, cut through the clutter and get noticed.

Ideas are my stock and trade. Energy and insight create the catalyst for communication. This is the process of **Breaking Through**.

RECENT EXPERIENCE

Gamma West Cancer Services - Comprehensive Advertising Campaign:

- Developed brand strategy, logo, tag-line, website, and social media.
- Conducted, filmed and edited all patient testimonials and doctor interviews.
- Created marketing concepts, headlines, copy writing, layouts design and photography for print ads, social media campaign and cinema ads.
- Network building, e-blasts and social media content, public relations, coordinated and placed all digital and print media.

gammawest.com

Easton, Beman, Delta Targets -Marketing, Advertising and Brand Promotion:

- Created corporate logos and taglines.
- Development and design of product names, logos, labels, packaging, point of purchase displays, apparel and tee shirt design.
- Invented and patented unique processes for product look and manufacturing.
- Designed and produced marketing collateral, catalogs, brochures, print ads, packaging, point of purchase displays, product and lifestyle photography and illustrations.

eastonarchery.com

dmtargets.com

beman.com

I've created marketing and advertising for a variety of businesses and industries including:

3 Rivers Archery
3M Health Care Systems
Beman Arrows
Browning
Castle Creek Homes
Columbus Travel
Davis Education Foundation
Delta Targets

Easton
Gamma West Cancer Services
Huntsman Chemical
Media Grabbers
Maverik Stores
Norwest Oil Corporation
One Moment In Time
Perma-Plate

Quantronix
Safari Club International
Thomas Arts
Wall Street Communications
Weather Central
World Wild River Expeditions

SKILLS

- Conceptualize, develop, mockup, and communicate creative design, marketing, branding and advertising strategies.
- Collaborating with business owners, marketing directors, editorial managers, media publishers and vendors to ensure the best pricing and relations to advance marketing and branding objectives.
- Create the overall look for marketing and ad campaigns through layout, typography, color theory and applying branding and marketing principles.
- Develop online, social media and printed collateral pieces that are innovative, professionally designed and consistent with overall branding.
- Expert in all printing processes and preparing artwork for production, ensuring color consistency and quality for product manufacturing, print collateral and packaging. Processes include offset press, flexo, silkscreen, embroidery and embossing.
- Product development, understanding manufacturing processes and engineering, naming products, logo design, labeling, packaging, 3D and architectural design and rendering.
- Provide storyboards, define shot lists and produce photography, videography, sound and animation.
- Mentor, inspire and manage design teams, assign projects, create and maintain timelines.
- Achieve a clear, strong and strategic direction by creating an open, collaborative, exciting environment where ideas are shared and challenged.

SOFTWARE

- Master in Adobe Creative Suite Software: InDesign, Illustrator, Photoshop, Acrobat, and Apple Final Cut Pro.
- Featured artist for Corel Paint software.
- Proficient in Microsoft Office, PowerPoint, Word, Open office, iShow, Adobe Premiere, and Adobe After Effects.
- Talent in photography and videography.

OBJECTIVE

To connect with a firm that has a creative and fun team atmosphere—a place that can use my skills in advertising and marketing to grow and develop its brand, creating designs that communicate with their audience. A place where I can make a difference.

