

# MARYANN MITKOWSKI

CREATIVE DIRECTOR OF CONSUMER BRANDING, NEW YORK

[WWW.MARYANNMITKOWSKI.COM](http://WWW.MARYANNMITKOWSKI.COM) 917 589 5276 

I lead the development of brand positioning, identity and image for touch points from on shelf to online, and guide national brand make-overs and roll-outs at every distribution level including Macy's, Target, Kohl's, and Bed Bath & Beyond.

## Experience

### Creative Director

Parham Santana  
2009 – 2017

#### My role:

- Wrote positioning and crafted identity, voice and image for over 100 brands
- Guided creative teams to create consistency across brand touch points and experiences
- Oversaw client engagement from proposal through execution
- Partnered with cross-functional teams to ensure business as well as creative success

#### Clients:

Domino, The Company Store, VCNY Home, WestPoint Home, New York Botanical Garden, Hersheys, Disney, American Girl, Maidenform, American Greetings, Turner Classic Movies

#### Successes include:

- Streamlining Flexees, a major Maidenform brand, expanding its Walmart footprint by 200%
- Energizing and unifying the global branding for Sesame Street to increase efficiencies across thousands of items worldwide

### Art Director

Parham Santana  
2005 – 2009

#### My role:

- Directed copy, design, and photography using simple, clear briefs and eye-candy inspiration
- Led teams of up to 12 while maintaining focus on the brand positioning, strategy and scope
- Created a culture of success by clarifying and simplifying project expectations and goals

#### Clients:

Walmart, Target, Food Network, American Greetings, Skip Hop, Discovery Channel, Rolling Stone, Conde Nast, Meredith, Crayola

#### Successes include:

- Simplifying the brand presentation of SkipHop, resulting in expansion of its product assortment at every major retailer and an investment of \$60 million
- Rebranding American Greetings' in-store presence at 18,000 North American stores, making them the #1 social expressions company

### Graphic Designer

Koda, Inc  
2002 – 2005

#### My role:

- Designing identities and marketing programs for financial and retail clients

#### Clients:

Chase Manhattan Bank, Capital One, City Bakery

#### Successes include:

- Creating one of the first Visa cards issued in Russia by then-Chase Manhattan Bank

## Education

### Fashion Institute of Technology

#### Bachelor of Fine Arts (BFA)

Graphic Design

## Skills

### Expert Level

MacOS, Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat; Microsoft Office: PowerPoint, Word, Excel; Basecamp