

Tia Marchiselli

☎ (727)-271-9649 | ✉ tia.marchiselli@gmail.com | 🌐 <https://www.tias.studio>

Creative Designer & Production Assistant

Revolution Marketing | 08/2022 - Present

- Developed industry-recognized creative from concept to execution for major brands activating at cultural tentpoles such as Coachella, New York Fashion Week, Stagecoach, and All Things Go; encompassing a mix of technical and soft skills such as brand strategy, art direction, spatial design, graphic design, large scale print production, and tight project organization skills with strict file naming nomenclature.
- Coordinated presentations for approvals processes with multiple stakeholders on a project and used leadership skills to curate appropriate sourcing with key factors such as time, budget, sample quality, and trend appeal in mind, leading to over \$4M in awarded business from strategized creative RFPs.
- Managed several creative projects, CMS webpages, and a content calendar under strict festival deadlines using Wrike and Basecamp, and worked with the production team and 3D team to adhere ideas to budgets and demonstrate conflict resolution toward variables when needed.
- Collaborated with on-site production, fabricators, print vendors, event vendors, and labor to finalize event builds for client walk-through and live days, and captured content for internal purposes. Studied footprint data to conduct market research in product and engagement trends to strategize interactions that promoted sales and maximized consumer outreach.
- Received recognition for creative projects from BizBash, Event Marketer, and other industry outlets, with post-event data demonstrating high return on investment based on foot traffic, social sharing, and consumer interactivity.

Graphic Designer

University Of Florida | 04/2021 - 08/2022

- Increased student and alumni engagement on Instagram by 135% and amassed 3.5 million Giphy views through designing interactive posts and innovative motion graphics.
- Created a more inviting space at Norman Hall by designing a permanent wall for trustees and a welcome banner at the college, as well as designing student activities such as scavenger hunts and goodie bags for the communications team.
- Assisted faculty with communications materials to boost outreach with the student population, with deliverables such as symposium flyers, branded slide templates, HTML5 Google Ads for graduate programs, textbook creation, and Wordpress websites for subdivisions of the college.
- Promoted accessibility for the future of online learning by designing liquid syllabi to interact with students and designing content for medical students to learn Artificial Intelligence.

Education

Bachelor of Science in Advertising

University Of Florida

Skills

Adobe Creative Suite [Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom]

Google & Microsoft Office [Google Slides/Microsoft Powerpoint, Google Sheets/Microsoft Excel, Google Docs/Microsoft Word]

Miscellaneous [Copywriting, Asana, Wrike, Basecamp, Presentation Design, Content Management Systems]