



MICHAEL D. BARTOLOTTA

Art Director

EXPERIENCE & EDUCATION

ART DIRECTOR (2011 - Present)

William & Mary; University Marketing & Advancement Communications

Provide creative direction to all units within University Advancement Plan, analyze, and create digital and print communications solutions
Oversee the graphic design department, managing team members and projects, delegating responsibility and providing artistic leadership
Direct and design the *William & Mary Alumni Magazine* for both print & web
Hire and manage freelance designers, photographers and illustrators

SENIOR GRAPHIC DESIGNER/PHOTOGRAPHER (2008 - 2011)

Pulse Marking Group

Worked independently and with others to develop marketing concepts
Performed layout and design for both print and digital marketing materials
Developed e-marketing, SEO and keyword advertising strategies
Conducted data research, compilation and analysis to apply to projects
Implemented analytic tactics to track marketing initiatives
Conducted and directed professional photography and video shoots

GRAPHIC DESIGNER/COPY WRITER (2001 - 2008)

Markethold Productions Inc.

Performed layout & design tasks for print and digital marketing materials
Developed e-marketing strategies
Participated in professional photography and video shoots
Wrote copy for websites, print materials and online advertisements

MFA VISUAL STUDIES (2010)

State University of New York at Brockport

BA ENGLISH WRITING (2000)

University of Pittsburgh



Toano, Virginia



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AWARDS

Award of Excellence
University and College Designers Association (UCDA), 2018
Category: Print (Other)

American In-House Design Award
Graphic Design USA, 2017
Category: Editorial Design

American In-House Design Award
Graphic Design USA, 2016
Category: Editorial Design

American In-House Design Award
Graphic Design USA, 2016
Category: Invitations

Grand Award Winner
CASE District III, 2013
Category: Electronic & Digital Media

Award of Excellence
University and College Designers Association (UCDA), 2013
Category: Photography

Gold Award Winner
CASE Circle of Excellence, 2012
Category: Photographer/Photograph

Grand Award Winner
CASE District III, 2012
Category: Photo Essay Series

SKILLS & SOFTWARE



Photoshop



Premiere



InDesign



Final Cut Pro



Illustrator



Lightroom



Sketch



Photography

INTERESTS & HOBBIES



Tintype Photography



Hiking



Camping



Creative Writing