



MICHAEL D. BARTOLOTTA Art Director

Intelligent, organized and creative professional with over fifteen years of experience in marketing, design, photography and management in both B2B and higher-education environments.

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



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AWARDS

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



Wet Plate Collodion



Hiking



Camping



Sharks