

DARIO MESCIA

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Accomplished marketing communications and design professional with over 15 years experience in advertising, project management, process development and graphic design. Experience in all aspects of an advertising studio from project management and production to art direction and digital asset management.

I am seeking an opportunity for a leadership role to help grow and streamline an in-house creative department.

EXPERIENCE

Children's Hospital of Philadelphia

Art Director/Creative Operations Manager > March 2008 – Present

- Spearheaded the selection and implementation of the hospital's first asset management system that will allow for a more streamlined process of searching our collection of millions of assets spanning numerous departments, including photographs, videos, PDFs and Word files.
- Currently leading the initiative to select and implement digital signature technology for department forms with the future goal of expanding to the entire enterprise.
- Responsible for the concept and design of campaign materials.
 1. Design and art direction experience across all mediums including: print and clinical program collateral, outdoor, transit, print advertising, video, radio, photography and web.
 2. Work directly with clients and account managers to determine and execute project scope and goals.
 3. Brainstorm campaign ideas with copywriter. Work with my team to execute materials and present them to the client.
- Tasked with managing the hardware and software for our department, ensuring everything is up-to-date and cost-effective, as well as, acting as the point man for all questions involving technology.

Children's Hospital of Philadelphia

Traffic Manager > March 2005 – March 2008

- Created and implemented a traffic workflow system for the creative department.
- Worked with a developer to design a system for the account managers to open and manage projects within the department.
- Worked with IT to purchase and implement a server for the department to house all of the thousands of jobs and hundreds of thousands of assets.

Montco Advertising Specialties

Production Manager/Graphic Designer > May 2003 – April 2005

- Managed the prepress department of a promotional printer.
- Completed all design work for promotional pieces for the company including trade show materials and advertisements.

Kelly Michener

Production/Traffic Manager > April 2001 – April 2003

- Built and maintained a traffic workflow system for the creative department.
- Handled all production management duties: estimates, press checks, prepress, invoicing, and establishing and maintaining vendor relationships.

EDUCATION

Bachelor of Arts Communications

Elizabethtown College > 1994 – 1998

SKILLS

Digital asset management, project management, workflow and process development, Adobe Creative Suite, art direction, prepress, concepting, graphic design, video production, photography,