

PASQUALE 'PAS' PRISCO

A results-oriented Marketing Professional and Graphic Designer with over a decade of experience to create impactful designs across print and digital platforms. Experienced in branding, ensuring consistent and compelling execution. Proven ability to streamline workflows through data production and automation, evidenced by an 80% acceleration in project delivery timelines. I foster collaborative environments through exceptional project management, organizational capabilities, and transparent communication.



Portfolio: pas-ny.com



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www.linkedin.com/in/pasqualep

SOFT SKILLS

- Communication
- Time management
- Active listening
- Attention to detail
- Problem solving
- Goal minded
- Self starter
- Work ethic
- Reliability
- Positivity
- Conceptual thinker
- Team minded

HARD SKILLS

- Figma
- Indesign
- Photoshop
- Illustrator
- Acrobat Pro
- Express
- Bridge
- Dreamweaver
- Smartsheet
- Excel
- Powerpoint
- 65Bit Catalog Developer ODBC/Pagination

◆ WORK EXPERIENCE

GRAPHIC DESIGNER - MARKETING COMMUNICATIONS

ADI - A SUBSIDIARY OF RESIDEO

AUGUST 2013 - JUNE 2024

- Created and implemented an automation process to efficiently collect data across departments for critical print deliverables.
- Achieved successful automation of critical ADI design processes, leading to a remarkable 80%+ reduction in delivery times.
- Supported 9 multifaceted product categories facilitating global retail distribution through award winning communication.
- Successfully designed and managed marketing materials for 50+ trade shows and expo events annually.
- Directed and designed creative packaging solutions under thin budgets and aggressive deadlines.
- Developed and managed global templates, ensuring lean processes to optimize insights and ensure consistent branding.
- Seamlessly integrated written content and data with visual design to deliver ADI branded marketing communication materials.
- Managed in-house and off-site designers, providing guidance and support in creating and editing daily promotional materials.
- Effectively administered email marketing for all U.S., Canadian and French-Canadian messages.
- Collaborated all aspects of design with Marketing leaders to understand requirements and create materials on demand.

GRAPHIC DESIGNER AND PROJECT MANAGER

COMMAND DIRECT

FEBRUARY 2008 - AUGUST 2013

- Created impactful print and digital designs for a wide range of projects, including branding and logo creation, postcards, ads, signs, flyers, brochures, newsletters, catalogs, banners, email, and direct mail.
- Held accountable for the design, development, and approval of both in-house and vendor-specific marketing materials.
- Successfully managed all aspects of print production for multiple vendors, clients, and the in-house sales team.
- Designed and oversaw all aspects of Command's email marketing systems, ensuring effective communication with customers.
- Executed numerous daily design, typesetting, and layout tasks for print, digital, and direct mail, maintaining a high level of productivity and attention to detail.
- Demonstrated exceptional management skills by overseeing over 100 client accounts, including print ordering, production and scheduling and coordinating with outside vendors for production needs.

PROJECT MANAGER AND SALES CORDINATOR

STATE MATERIAL - NICOLock PAVER INC.

APRIL 2003 - MAY 2007

- Spearheaded the programming, design, and maintenance of Interactive Voice Response systems, optimizing customer interactions and streamlining communication processes.
- Implemented and maintained Siebel Systems databases, ensuring efficient data management and seamless marketing operations.

EDUCATION

PACE UNIVERSITY, NY, NEW YORK - NY CITY HALL CAMPUS

B.B.A. - MANAGEMENT INFORMATION SYSTEMS