



# ANTHONY SOLANO

MARKETING AND ADVERTISING CREATIVE

West Chicago IL, 60185 | 630.234.6196 | Creative@AnthonySolano.com | www.AnthonySolano.com | 26 Years Experience

Anthony is an unfailingly creative designer, strategically savvy marketing and advertising creative with a diverse background and a knack for problem-solving. He thrives in a creative and collaborative environment that champions individuals who are innovative and fearless. Since he is comfortable in both the print design and digital design arenas, his ability to consistently hit the ground running is just one more attribute that makes Anthony a serious contender and asset. From conception to execution, he understands great creative is fueled by insights and strategy.

- Lead Creative and Art Director for award-winning direct mail and email campaigns that increased customer response rates
- Established new corporate branding and created corporate branding guidelines for companywide marketing and advertising
- Designed online display ads and email campaigns guiding customers to landing pages and online promotions increasing customer data capture by over 200%
- Built digital advertising campaigns increasing targeted traffic to websites and promotional landing pages by over 250%
- Art Director for multi-channel marketing campaigns including direct mail, email, and digital/print banner advertising
- Produced first-page search engine results with clients' top keywords and keyword phrases using Search Engine Optimization (SEO) techniques and Pay Per Click (PPC) campaigns using HTML meta tags and website development
- Created an environment of creative freedom and personal accountability increasing productivity in the creative department
- Conceptualized and art directed materials for new business pitches that WON new business
- Design and manage website user experiences (UX) and user interfaces (UI) using the latest technology

## SKILLS

- Adobe Creative Cloud
- Creative Direction/Art Direction
- Multi-Channel Marketing
- Corporate Branding/Logo Design
- Direct Mail Campaigns
- Social Media Marketing
- SEM, SEO, PPC
- Website Design and Development
- Interactive Marketing
- UI and UX Design

## BRANDS

AARP, American Home Shield, AT&T, ARS/Rescue Rooter, AutoNation, Discover, Edward Jones, Frito Lay, General Motors, GovPayNet, Grand Victoria Casino, Honda, HSA, Irvine Company, Kmart, Motorola, National Safety Council, Nissan, Terminix, Qwest, San Diego Zoo, Sears/Craftsman, Service Master, U.S. Cellular, and others.

## EDUCATION

**Illinois State University — Bloomington, IL**

Major — Graphic Design

Minor — Psychology

## EMPLOYMENT

### Epsilon — West Chicago/Itasca

09/2005 to Present — Lead Art Director/ACD

Developed multi-channel campaigns for major brands and increasing customer interaction and response rates by over 400%. Designed large and small online display ads and email campaigns leading customers to landing pages and online promotions increasing customer data capture by 200%. Created successful video storyboarding concepts for a new branding launch using data and market research from customer feedback. Successfully redesigned General Motors email and digital campaigns.

### Aelite Design, Inc. — West Chicago ([www.AeliteDesign.com](http://www.AeliteDesign.com))

11/1997 to Present — Principal Designer, Design Consultant

Work closely with business owners and marketing managers for large and small companies to crush their marketing goals by designing logos, brochures, websites, and online marketing campaigns. Manage PPC campaigns and improve SEO for multiple company websites gaining first-page top ranking with clients' keywords and keyword phrases. Designing websites from the ground up using the latest website technologies.

### Private Label Travel — Downers Grove

03/1999 to 09/2003 — Creative Director

Started a new creative department consisting of Art Directors and Software Programmers to design websites, logos, and marketing materials including print and digital advertising campaigns for multiple travel brands. Acted as UI and UX designer for a travel search engine development and many travel brand websites.