LISA MINARDI

art direction / project management

SPECIALTIES

Art Direction, Graphic Design, Project Management, Print & Digital Marketing, Social Media Marketing, Web Design & Development, Video & Photography Shoot Direction, Logo Design & Branding Collateral, Experiential & Environmental Design, Asset Management, Broadcast Design & Animation,
Adobe Creative Suite, Microsoft Office Suite, Wordpress

PROFESSIONAL EXPERIENCE

DRT Strategies Inc., & St. George Tanaq Corporation — 02/2020 - Present
Visual Communications Specialist/Web Developer — Atlanta, GA

- In collaboration with CDC leadership, Public Health Specialists, Scientists and Analysts, create/design health communications products such as policy and guidance documents, social media assets, leadership organizational charts, infographics, web banners, logos, branding collateral, and newsletters.
- Design, update, and maintain content on all websites managed by the Office of Readiness and Response (ORR). These sites include ORR external and ORR intranet sites, Prep Your Health, Increasing Community Access to Testing (ICATT) for Covid-19 and DeployCDC.
- Coordinate, collaborate with and support the leadership and staff of 4 Divisions (DRSC, DRRS, DSLR, and DEO) and 6 Offices (OCAP, MRO, IRO, OSLR, OPPC, Workforce Relations) that make up the Office of Readiness and Response (ORR) at Centers for Disease Control and Prevention.
- Manage, mentor and train ORISE Fellows on proper health communications procedure, web development and ORR branding guidelines across the websites managed by the Communications team.

The Coca-Cola Company — 01/2016 – 04/2018
Visual Communications Specialist/Instructional Designer — Atlanta, GA

- Art direction and design of print, digital, presentation, video and environmental assets to support and establish branding of executive learning and development programs for the Human Resources, Global Learning and Development team at the Coca-Cola Company.

- In partnership with Coke Studios: concept, copywriting and art direction of marketing videos promoting Coca-Cola University and the state-of-the-art digital classroom used globally by all 70,000+ employees.
- Design support for various other HR management teams creating presentation decks, data reports, email marketing, digital assets and logos.
- Led and managed branding and design for global HR events held annually.
- Managed relationships with vendors, development staff, and stakeholders.

Scripps Networks Interactive - HGTV, DIY Network, Fine Living Network **10/2006 – 11/2015**
Art Director/Senior Graphic Designer/Motion Graphics Artist **Knoxville, TN**

- Concept, design and art direction of 360 marketing campaigns consisting of on-air, print, interactive and social deliverables for top HGTV and DIY Network talent and programming.
- Art direction, management and design of interactive and social media assets and digital syndication assets as well as print ads, billboards and other large scale environmental marketing products.
- Art direction of still photography and video shoots involving on-air talent, collaborating with directors, writer/producers, vendors and on set crew.
- Managed, mentored and directed multiple in-house designers, interns, freelancers and vendors.

CNN On-Air Promotion and Marketing, CNN International, CNN Graphics **1997 – 2006**
Broadcast Graphic Designer/Motion Graphics Artist **Atlanta, GA**

- Concept, design and art direction of 360 marketing campaigns consisting of on-air, print, interactive and social deliverables for multiple cable television networks under the CNN umbrella.
- Design and art direction of complete redesigns of network branding packages for several networks.
- Collaborated with directors, editors and writer/producers to design and animate 60, :30, :10, :05 second video promotional marketing spots for multiple cable television networks.
- Assisted in the redesign of CNNI Newsroom and CNNI Weather sets.
- Trained, assigned projects to, and managed junior designers.

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EDUCATION

- 1997, Bachelor of Fine Arts (BFA), Auburn University

AFFILIATIONS

- 2013 – 2015 Volunteer Director of Design and Technology on the board for WICT - Women in Cable Telecommunications (Southeast Chapter covering Atlanta, Knoxville and Nashville)