



MARLENE SCARPINO

Contact Info

Canton, OH  
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**EDUCATION**

THE UNIVERSITY OF AKRON  
B.F.A. Graphic Design  
Illustration Minor  
Magna Cum Laude

**SKILLS**

Branding  
E-mail Marketing | HTML  
Print Design | Web Design  
Social Media Marketing  
Photography Art Direction

Work Experience

**EPSILON**

**ART DIRECTOR**

Nov 2021-Present

Direct offshore and onshore team members ensuring alignment with client brand guidelines. Lead digital marketing efforts for Jared Jewelers account, primarily focusing on web, social, email, credit marketing, and print design for in-store and direct mail campaigns. Lead team in talent selection, development of production books, and art directing photo shoots for seasonal campaigns.

**WEB DESIGNER**

Sept 2019-Nov 2021

Strategize, concept, and design marketing emails, code templates, website graphics, social media ads, and print advertisements for assigned account. Create and deliver marketing presentations for ongoing brand campaigns.

**SIGNET JEWELERS**

**GRAPHIC DESIGN CONTRACTOR**

Fairlawn, OH

April 2019-Sept 2019

Responsible for digital and social layouts, with an emphasis on digital executions including: designing and coding emails, landing pages, and display ads. Launched promotional campaigns from concept to final execution for all marketing materials. Collaborate with Merchandising to develop and enhance product stories and accuracy across all assigned product lines and materials. Regularly managed vendor relationships for campaigns.

**FANNIE MAY CONFECTIONS/FERRERO ROCHER**

**GRAPHIC DESIGNER**

Canton, OH

May 2016-August 2018

Design product packaging, concept to completion for mass retailers, specialty distributors and private label including: Disney, Trader Joe's, Aldi's and QVC. Develop and present seasonal design updates for retail and wholesale brands. Photo-illustrate product photos for confection updates to packaging. Illustrate packaging designs for customers, supporting projects throughout product life cycle.

**PYRAMYD AIR LTD.**

**GRAPHIC DESIGNER**

Solon, OH

July 2014-March 2016

Produce and deliver graphics/illustrations for online use, including e-mail campaigns and website visuals. Responsible for print and advertising communications including: catalogs, direct mail, event/tradeshows signage, product packaging, branding for events/corporate materials. Code and design Responsive Web Design HTML templates for e-mails.

**FREELANCE DESIGNER/ILLUSTRATOR**

2003-Present

Hand painted murals: General Motors, U.S. Air Force, private business clients  
Illustration/graphic design: USAF, MagArt Sales, private companies and clients