

# *alisa* **LOPANO**

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## *experience* **ZACHYS FINE WINE**, Scarsdale, NY

### **Advertising Manager** 2013–Present

Plan and strategize advertising initiatives for both Zachys Wine & Liquor (ZWL) and Zachys Wine Auctions (ZWA) • Communicate and negotiate with ad reps (print, online, radio) • Design and art direct 14 retail and auction catalogs per year from pre production to post production, including: photography, graphic design, color correction, proofing & mailing; Catalogs reach high net worth clients globally • Manage all design and branded collateral needed for events (New York City Wine & Food Festival, Great Wines of Italy, Westchester Wine & Food Festival, etc) • Tailor design to clients of unique global demographics (New York, US, and Hong Kong) • Oversee and delegate tasks to the advertising department to maximize productivity • Lead design and analyze e-commerce to clients and communication to global press • Liase directly with President, CEO, Managing Directors for new initiatives to promote the Zachys brand

### **Graphic Designer** 2012–2013

Designed collateral for ZWL and ZWA sales initiatives • Liased with buyers to design & send e-commerce campaigns to customers based on buying history (email marketing and homepage updates) • Photographed wine and accessories for use in online and print advertising • Designed store signage • Designed wine labels, tasting sheets, invitations, and event signage

## **LINCOLN CENTER FOR THE PERFORMING ARTS**, New York, NY

### **Production Designer** 2010–2012

Design advertisements, invitations, signage, and stationery for the leading performing arts center Adhere to style guides and graphics standards • Prepare artwork for final proofs; including advanced Photoshop editing • Edit copy in advertisements and all materials

## **GANNETT COMPANY, INC. / THE JOURNAL NEWS**, White Plains, NY

### **Universal Editor** 2009–2012

Designed The Journal News daily newspaper, including front covers, breaking news, sports, life-styles and magazines • Published current news content to the web • Oversaw color correction of photography • Copy edited of headlines and stories

### **Associate Art Director** 2007–2009

Designed features of two upscale women's shelter magazines, InTown Westchester and Rockland Magazine • Directed the overall look of the magazine, coordinating with the art director • Researched and selected typography for relaunch and redesign • Created templates and styles for redesigned titles • Directed photo shoots in both studio and location setting

## **S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS**, Syracuse, NY

### **Graphics Lab Manager** 2005–2007

Managed and maintained nine computer labs, all equipped with Macs fitted with Adobe Creative Suite, scanning & printing facilities • Answered student & faculty questions • Emphasis on technical and design troubleshooting

## **THE BOSTON GLOBE**, Boston, MA

### **Editorial Design Co-Op** 2006

Designed weekly sections such as Living Arts, Calendar, TV Week, and Home Entertainment • Gathered stories and photography from editors and designed cohesive package according to the story content • Created infographics to enhance the understanding of the Globe's readers

## *skills & specialties*

Proficient in Mac & PC platforms, Adobe Creative Suite (InDesign, Photoshop, Illustrator), Adobe Dreamweaver, Bridge, Acrobat, Photography: Nikon & Canon digital, lighting, advanced photo editing, color correction. Publication & catalog design, stationery design, art direction, copy writing and editing, illustration, sales, and intermediate wine knowledge.

## *education*

### **SYRACUSE UNIVERSITY**, Syracuse, New York

S.I. Newhouse School of Public Communications  
B.S. Graphic Arts, 2007 • Cum Laude • Chancellor's Scholar