

alisa **LOPANO**

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experience

ZACHYS FINE WINE RETAIL, AUCTION & STORAGE, White Plains, NY

Creative Services Manager | 2013–Present

Plan and strategize advertising initiatives for the nation's premier fine wine retailer and auction house, with offices in New York, Washington, DC and Hong Kong • Oversee a detailed budget of half a million dollars and track actuals • Project manage a high volume of design projects to support sales and branded events • Project manage catalogs and direct mail pieces; pre production to post production, including: photography, graphic design, color correction, proofing & mailing; Catalogs reach high net worth clients globally • Tailor design to clients of unique global demographics (New York, Washington, DC, and Hong Kong) • Oversee and delegate tasks to the advertising department to maximize productivity • Liase directly with President, CEO, Managing Directors for new initiatives to promote the Zachys brand

Graphic Designer | 2012–2013

Design collateral for ZWL and ZWA sales initiatives • Liase with buyers to design & send e-commerce campaigns to customers based on buying history (email marketing and homepage updates) • Photograph wine and accessories for use in online and print advertising • Design 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 | 2009–2011

Designed The Journal News daily newspaper, including front covers, breaking news, sports, lifestyles 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

Project management of creative projects, catalog design, direct mail, art direction, copy writing and editing, illustration, sales, and intermediate wine knowledge. 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.

education

SYRACUSE UNIVERSITY, Syracuse, New York

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