
CAITLIN TOLCHIN

artistic direction • creative design

15 YEARS' EXPERIENCE IN LUXURY BRANDING, ADVERTISING & MARKETING

STRENGTHS

- Art & Photography Direction
- Adobe CS professional - Photoshop, Illustrator, InDesign, & Acrobat
- Premier Pro, After Effects, Dreamweaver, Light Room, & Email Campaign Platforms
- Well-versed in design for 360 campaign initiatives
- Strong typography skills
- Brand identity & marketing strategy

EDUCATION

Marist College
Bachelor of Arts, May 2005

- Major: Communications - Advertising Design
- Minor: English - Writing

ASSOCIATIONS

- American Institute of Graphic Arts
- International Communication Association Member
- The National Scholars Honor Society:
Magna Cum Laude Chapter

ART DIRECTOR, DOUGLAS ELLIMAN (June 2017 - April 2020)

- Directed and mentored a team of junior and freelance designers.
- Created branded print, digital, and out-of-home corporate advertising.
- Designed elevated promotional collateral for luxury properties in New York City.
 - Brochures, direct mail, websites, signage, presentations, and custom illustrations.
- Provided creative direction to corporate divisions and partnership programs.
- Created custom logos and branding suites for top producers and new developments.
- Photography direction.
 - Developed shot lists, logistical planning, onsite direction, and managed retouching.
- Created materials to enhance onsite branding at corporate events.
 - Signage, digital screens, merchandise, programs and publications.
- Provided long-term visual direction for newly redesigned corporate website.
- Developed digital content.
 - Email campaigns, social media and website assets.

Achievements:

- Redesigned and relaunched Douglas Elliman's *Equestrian Magazine* - a collection of elite equestrian estates paired with engaging editorial - making it a well-received, revenue-generating publication.
- Directed several regional photography shoots to build a consistently-branded internal photo library for Douglas Elliman's creative needs.
- Worked closely with *Million Dollar Listing's* Fredrik Eklund and his team to redesign his custom branding as they expanded their footprint to Los Angeles and Florida.

FREELANCE ART DIRECTOR (March 2015 - Present)

I provide strategic design solutions and strong visual identity. Select clients include Effy Jewelry, Cole Haan, Ippolita, Thomas Direct, Morroccoil, and David Yurman.

Highlight: Creative Studio Artist, David Yurman (March - July 2016)

- Designed & produced print collateral for the Spring/Summer 2016 campaign
 - Print & out-of-home advertising, look-books, in-store visuals, signage, event invitations, retail partner collateral, and specialty print projects.
- Collaborated with creative studio team regarding the development, design, and implementation of creative direction across all campaign collateral.
- Created branded digital and social media content.

ART DIRECTOR, JUDITH RIPKA (February - November 2015)

- Concepted, developed and oversaw the visual direction to relaunch the Judith Ripka luxury brand.
 - Print & digital advertising, website redesign, social media campaigns, in-store visuals and retail displays.
- Designed seasonal lookbooks to highlight new collection launches, signature collections and collaborations.
- Created both national and international trade show displays and in-case fixtures.
- Developed a new line of luxury retail product packaging.
- Directed all photo shoots and supervised image retouching for website, social media, advertising and editorial use.

Achievements:

- Produced a successful national print advertising campaign to relaunch the Judith Ripka luxury brand.

GRAPHIC DESIGN MANAGER, THE NATIONAL MS SOCIETY (March 2012 - February 2015)

- Created advertising and promotional collateral for both national and regional events.
 - Print, digital, & out-of-home advertising, custom logos, direct mail, invitation suites, digital & social media assets.
- Designed materials to enhance onsite branding at events.
 - Signage, trade show banners, merchandise and custom step & repeats.
- Created and produced promotional MS Society communications.
 - Brochures, quarterly print newsletter, monthly e-newsletter, web content, annual reports, and brand guides.
- Staff Photographer.
 - Developed shot lists, managed volunteer photographers, photographed events, and oversaw all image retouching.
- Served on a leadership committee to improve employee engagement and morale.

Achievements:

- Delivered 600+ creative projects annually, ahead of their scheduled deadlines.
- Redesigned the look of several fundraising events, resulting in increased sponsorship, engagement and revenue.
- Developed creative process guidelines to enhance overall design department efficiency.

DESIGN MANAGER, METRO NEWSPAPER (January 2010 - March 2011)

- Designed specialty integrated advertising and cover wraps, resulting in engagement and enhanced client visibility.
- Instituted brainstorming and advertising design sessions with creative team.
- Managed multiple design projects for both Sales and Production departments simultaneously, delivering all client advertising and corporate marketing materials ahead of scheduled publishing deadlines.

Achievements:

- Increased advertising production within the first 2 months of joining the Metro design team.

CREATIVE MARKETING MANAGER, NEW YORK MAGAZINE (January 2007 - December 2008)

- Designed promotional marketing materials.
 - Sell sheets, email blasts, brochures, direct mail, invitations, presentations, event signage and custom logos.
- Provided strategic direction and cohesive branding across all promotional collateral.
- Collaborated with creative team to design magazine ads, advertorial sections & layout within weekly deadlines.

Achievements:

- Developed new advertising/advertorial sections, resulting in new revenue and increased advertising schedules.

ASSISTANT CREATIVE DIRECTOR, SKY ADVERTISING (June 2005 - October 2006)

- Executed all stages of creative direction and design production for client branding campaigns.
 - Designed layouts, developed and edited copy, secured printer proposals and produced final mechanicals.
- Created layouts for print & digital advertising, email campaigns, mobile billboards, and out-of-home advertising.

Achievements:

- Improved creative strategy in branding campaigns, resulting in positive client feedback.