

RALPH PANZULLO

Digital Production Artist

Proactive production artist, proficient studio manager, and web developer adept at bringing creative ideas to completion across all media, including digital, mobile, video, print, out-of-home, and direct mail. Proven ability to do hands-on execution as well as planning and implementation of agency management processes and integration of new technology platforms.

CAREER HIGHLIGHTS

- With nearly two decades of extensive experience in the advertising agency industry, I excel in strategic marketing, campaign development, and delivering impactful, innovative solutions for clients within the ever-evolving advertising landscape.
- Collaborated with exceptional clients including NJ Lottery, NJ Travel and Tourism, Minwax, Thompson's WaterSeal, PSE&G, Johnson & Johnson, Zoetis, Bausch + Lomb, NJ Department of Banking and Insurance, NJ Department of Human Services, and NJ Department of Health.

PROFESSIONAL EXPERIENCE

Self-Employed — Freelance Graphic/Digital Artist

August 2023 – Present

- Designs visual content for a wide range of clients, including pharmaceutical, business-to-consumer, and government accounts, on a project-by-project basis. Responsibilities include creating graphics for both print and digital media, such as print, Out-of-Home (OOH), video/motion graphics, and web banners. The role involves collaborating with clients to understand their needs, developing creative concepts, and delivering polished, high-quality work. Key aspects include managing schedules, juggling multiple projects simultaneously, and working independently or with other creatives to ensure client visions are effectively brought to life.

Marketsmith Inc., Whippany, NJ — Senior Production Artist

January 2015 – June 2023

- Contributed to the creation of visually captivating and effective designs for both print and digital mediums, elevating the visual impact of the company's print and digital creative endeavors.
- Developed numerous websites for the company and its clients, continuously introducing new capabilities in web design and functionality to the agency while shortening the overall production timeline from initial brief through online implementation.
- Played a crucial role in enhancing the company's online presence and visibility, ensuring that their products, services, and portfolio are easily discoverable and accessible to a wider audience, ultimately driving new business growth and overall agency success.
- Created and implemented a more efficient and accessible process for archiving and backing up creative work. New system ensured that valuable creative assets are properly stored and easily retrievable when needed. Established an intuitive naming convention for folders and files, bringing order and consistency to the organization of digital assets and promoting easier and faster collaboration among the creative teams.

Brushfire Inc., Cedar Knolls, NJ — Studio Manager / Senior Production Artist

July 2004 – December 2014

- Progressed from a junior production artist to a production artist and eventually to a senior production artist role. As I advanced to the position of a production artist, I took on more responsibility and demonstrated my expertise in executing high-quality production tasks.
- Played a key role in transitioning the company from print to digital platforms. By leveraging my understanding of digital technologies, I provided valuable insights and recommendations, enabling the company to effectively navigate the digital realm, creating and activating content in various media.
- Built additional studio capabilities practically overnight to support agency "Stronger Than The Storm" campaign efforts following the devastating impact of SuperStorm Sandy. The campaign aimed to rebuild tourism at the New Jersey Shore and restore confidence in the state's infrastructure which required the development of new systems, processing, and staffing to bring a major multimedia campaign to life in record time across all media platforms.

CONTACT

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EDUCATION

Bachelor of Fine Arts | June 2001
Computer Art | 3D Animation
Savannah College of Art and Design
Savannah, GA

CERTIFICATES

Web Designer Certifications
(HTML5, CSS3, JavaScript, PHP, MySQL)
LasComp Institute of IT (LIIT), NJ
(January 2024)

SKILLS

- Asset Management
- Time Management
- Problem-Solving
- Software Proficiency
- Multitasking
- Technical Troubleshooting

Design:

- Print/Digital Production
- Quality Control
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- High-Resolution Retouching
- Color Correction

Video / Animation:

- Adobe Premiere Pro
- Adobe After Effects
- Autodesk Maya
- Maxon Cinema 4D
- Motion Graphics
- Post-Production
- Computer Animation

Digital:

- HTML, CSS, JavaScript, and PHP
- WordPress / Elementor
- HTML Banner Ads
- Rich Media
- HTML Email
- Adobe XD / Figma / Sketch
- Interactive PDFs