

To Whom It May Concern,

I have designed my career around the idea that high-quality, engaging branding and marketing strategies can be developed efficiently and maintained effectively through creative and innovative solutions. I value optimization and efficiency, strive to remedy inefficient processes and boost the productivity of everyone around me. This coupled with my unique background balancing both creative services and branding strategies with technical knowledge of web development has allowed me to grow rapidly within the Marketing and Creative Services departments of Vitacost, a company recently acquired by Kroger and a leader in the health and wellness eCommerce space.

In my time at Vitacost, I've gained experience working in a fast paced, sink-or-swim environment, eventually earning responsibility for the Creative Services department as a whole. My colleagues and I have always referred to ourselves as an in-house ad agency, and for good reason. In my time as manager, I have grown the department's role in Vitacost's overall strategy through constant optimization, evolution and innovation. I was able to significantly increase the volume and quality of the department day-to-day output through optimization of all the existing production work, while also adding data-driven projects that enhanced both the website user experience and overall marketing strategies. This includes, but is not limited to, leading an overall rebranding and refresh of the look and feel for the entire company, expanding that branding to the website experience and every digital asset from products to print materials, and introducing new branding, marketing strategies and an overhaul of the existing blog to support a newly revamped content strategy.

Thank you for your time, I look forward to learning more about this opportunity.

Cory Infantino

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Multifaceted Web Designer

A proven leader with a mind for optimization and efficiency. Experienced in a variety of marketing, branding, web and design practices. Known for creating dynamic marketing/brand strategies that engage consumers.

Skills

Web Development

Html5
CSS3
Javascript
jQuery
PHP

Email

Email Specific HTML/CSS
XML/XSLT
Dynamic Content
ESP Interfaces
Data Feeds

Graphic Design

Photoshop
Illustrator
Dreamweaver
Indesign
After Effects
Sketch

Information Technology

Microsoft Office
FTP, SSH & Unix
OSX, Windows, iOS &
Android
Google Apps

Education

Florida State University

Bachelor of Science in Studio Art
with concentration in
Graphic Design

Minors: Information
Technology, Art History,
Humanities

Hobbies

Photography
Drawing
Weightlifting
Traveling
Hiking
Snowboarding
Snorkeling

Experience

Vitacost.com (a Kroger company) MARCH 2012 - PRESENT

Creative Services Manager (2015-present)

Lead the complete rebranding of Vitacost, including:

- Redesigned logo, website, and print materials to fall in line with the new brand.
- New product and packaging design for both new lines and existing products.
- Created a digital brand guide to distribute to the teams.
- Focus on growing photography and video media as a core element to the brand.

Complete redesign of Vitacost.com

- New UI consisting of modular components to replace banner ads across the website.
- Brand standard created for UI elements and layouts to add polish and consistency.

Lead new marketing initiatives, including:

- Unified marketing content under a single brand, Vitalize.
- Reinstated a discontinued catalog with a fresh look and feel and magazine-like editorial direction to great success.
- Redesigned Wordpress blog to fall in line with new brand and content strategy.

Optimization and rebuilding of team and workflow

- Managed a team of 9+ artists: a Digital Design team consisting of 4 Graphic Artists, a Product Design team consisting of a Product Design Lead and up to 4 freelancers, and a Media Team consisting of 2 Photographers and 1 Videographer.
- Team developed to have more specialized roles with new level structure.
- Optimized output through the creative use of templates and workflow processes.

Special Projects Design Lead (2015-present)

UI/UX design lead for new ecommerce platform for Kroger, including any new eCommerce initiatives.

Email Development and Production Specialist (2014-2015)

Optimization of workflows including:

- Moved to a template-based system of email design.
- 49% increase in customer engagement due to updated templates.
- 25% increase in mobile engagement due to responsive conversion.

Complete revamp of email code/design:

- Creating of a project management system resulting in 200% increase in productivity for team.
- Fostered tighter relationship with the creative and technical teams.

Web Designer (2012 - 2014)

- Concentration on marketing banner design and marketing email design.
- Streamlining of marketing banner production process.
- Social media campaigns and web page mockups.

XYNYX,INC Summer 2011

Web Design Intern

Developed and managed 5 website.