

Stephen Corsello

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478 W 158th Street | Apt 25 | New York, NY 10032

SKILLS

Right brain:

vision, problem solving, art direction, photography, web design, information architecture, usability, project management, print design, illustration, video production, Flash animation

Left brain:

Adobe Creative Suite, Microsoft Office, HTML, CSS, JavaScript, PHP, Zope, WordPress, book publishing, pre-press, Mac OS X, Windows

EXPERIENCE

CBS Radio, New York, NY

Creative Director, CBS Interactive Music Group { jan | 2009 - present }

- Managed all visual creative for the second-largest streaming audio company in the world
- Marketed three major brands (Radio.com, Last.fm and MP3.com) through B2C campaigns and B2B collateral
- Designed elements that appear on 100+ consumer facing websites
- Worked with Revenue Operations and Local Sales to train local designers on best practices for executing advertising campaigns
- Managed small team of full-time and freelance designers

Creative Director, CBS Radio { jan | 2006 - jan | 2009 }

- Rebuilt department from scratch:
 - Hired and trained full-time and freelance artists
 - Purchased, installed and maintained all hardware and software in creative studio
 - Developed best practices and documentation
- Designed and executed B2B road show held at 40 venues around the country
- Designed and executed collateral for annual sales conferences for 250 attendees

Graphic Designer, Infinity Broadcasting { mar | 2005 - jan | 2006 }

- Revolutionized sales presentations by integrating audio, video and custom animation
- Managed and prioritized all incoming requests to creative studio
- Redesigned corporate website and all collateral materials

Freelance Designer, New York, NY

Meredith Integrated Marketing { jun | 2004 - mar | 2005 }

- Redesigned collateral pieces to be contemporary and consistent
- Created upscale presentations for sales meetings, including photo research and templates
- Designed all materials for annual Team Meeting, including invitations and corporate video

Martha Stewart Living Omnimedia { feb | 2004 - may | 2004 }

- Maintained corporate web site, including retail product catalog, recipes, and articles pulled from MSLO printed magazines
- Increased style options of weekly email newsletters by re-coding HTML/CSS

Stephen Corsello ...continued

Tallán, Glastonbury, CT

Project Manager { sep | 2000 - nov | 2001 }

- Collaborated on-site with clients to determine business goals
- Managed teams of 1-4 designers per project
- Produced sales proposals and slide presentations for client meetings

Senior Web Designer { may | 1998 - sep | 2000 }

- Designed and produced high-profile e-commerce sites for Priceline and Kinko's
- Interviewed and mentored internal design staff

Graphic Designer { oct | 1997 - may | 1998 }

- Supported sales and marketing through development of web site and printed collateral
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Embassy Marine Publishing, Old Saybrook, CT

Art Director / Production Manager { sep | 1992 - sep | 1997 }

- Responsible for all aspects of running production studio
- Reduced production costs 50% by bringing color scanning, digital photography, film output and color proofing in-house
- Hired and trained illustrators, designers, and production staff

Graphic Designer { jan | 1992 - sep | 1992 }

- Created cover illustrations, ads, and page layouts for popular series of recreational boating guides

EDUCATION

University of Connecticut, Storrs, CT

Bachelor of Fine Arts, Graphic Design { sep | 1987 - may | 1991 }

- Developed individual course of study of computers in graphic design and typography
- Worked with Managing Editor of The Daily Campus student newspaper to redesign entire layout and streamline production process

OUTSIDE INTERESTS

Volunteering

Roger Morris Co-op Board of Directors { July | 2007 - present }

Open House New York { Oct 2010 }

CBS Angle Social and Community Outreach Committees { Sep | 2010 - present }

Personal

Bikram yoga

Interior home renovation/restoration

Bicycling

Travel