



TONY GAMINO

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SKILLS /

Technology: Proficiency with Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver), HTML, CSS, Anthology/Retain CMS, Workfront, Microsoft Office (Word, PowerPoint, Excel), Keynote

Other: A strong background in photo direction with a diverse portfolio showcasing bold and elegant imagery ranging from lifestyle and still life to portrait and corporate environments.

EDUCATION /

Zicklin School of Business (Baruch College)
New York, NY
MBA, Marketing Concentration

The New School
New York, NY
MS, Media Management

City College Of New York
New York, NY
BA, Literature, Communications & the Arts

Georgia State University
Atlanta, Georgia
BFA Program, Graphic Design

CERTIFICATES /

“Introduction to Marketing” by University of Pennsylvania, Wharton Business School, on Coursera. Certificate earned in May, 2015

“Introduction to Financial Accounting” by University of Pennsylvania, Wharton Business School, on Coursera. Certificate earned in June, 2015

AWARDS / HONORS

Winner: 2009 Jesse H. Neal Award for best single article, *Pharmaceutical Executive*, “Fight Resistance”

Selected to edit *Immediacy*, the online journal of The New School’s MA in Media Studies

EXPERIENCE /

Queensborough Community College, City University of New York, NYC Director of Creative Services, 07/2015 –

In this role I work side-by-side with the College’s Vice President & Chief Marketing Officer in the development, implementation, and oversight of strategic plans for marketing, advertising and communications. Supervising six design and communications professionals, my team and I work with various campus and external constituencies focused on student recruitment and retention, brand management, institutional advancement, and fundraising. Our work covers a broad range of communication materials including digital, print, broadcast, and social media.

Teneo Holdings, NYC Creative Director, 07/20013 – 7/2015

Teneo is a global advisory agency that partners exclusively with the CEOs and senior leaders of many of the world’s largest and most complex companies and organizations, several of which are *Fortune* 100 companies. Responsibilities included overseeing the visual direction of all the projects that we produced for our clients, including branding and identity, marketing and promotional materials, social media campaigns, books, brochures, annual reports, presentations, and data visualization. Achievements included:

- Development and launch of the Billie Jean King Leadership Initiative (bjkli.org)
- Pitch, creation and launch of a major campaign for the Coca-Cola Company.
- Select clients included Microsoft, Caesars Entertainment, Dow and McDonalds.

The New York Enterprise Report (NYER), NYC

Art Director, 12/2009 – 07/2013
Now a member of the *Smart CEO* family, *NYER* was a magazine and informational resource for small businesses located in the greater New York City area. Responsibilities of the Art Director included the direction and selection of photography, retouching, the design of the covers, features and departments, and the creation of infographics and supplemental marketing and promotional materials. I oversaw a complete redesign and rebranding of the magazine.

Pharmaceutical Executive, NYC

Art Director, 11/2006 – 10/2009
Pharmaceutical Executive is an award-winning monthly magazine published by Advanstar Communications. It focuses on

business trends of the pharma industry. Duties included all aspects of the magazine creation process—from conceptualization through production—including creation of charts and infographics and the assigning of photography and illustrations. I was rewarded for my efforts with a Neal Award in June of 2009.

Ziff Davis Custom Solutions Group, NYC Senior Graphic Designer,

05/2006 – 11/2006
Responsibilities included producing custom publications including *StateTech* and *EdTech* magazines, as well as the creation of white papers for such leading technology companies as Toshiba, IBM, Dell, CDW and Unisys. The authoring of e-newsletters, web banners, and maintenance of web sites for the aforementioned corporations was also performed.

Market Watch, NYC

Art Director, 05/2005 – 05/2006
Market Watch is published 8 times a year by M. Shanken Communications, publisher of *Wine Spectator*, and covers the beer, wine and liquor trade industries. In addition to the design of the publication, the Art Director position requires extensive photographic production, from conception and the selection of photographers, props, and locations, to the art direction of the shoots. I was successful in my goal of revamping the title, giving this trade publication tremendous newsstand appeal.

Wine Spectator, NYC

Assistant Art Director, 06/2001 – 07/2005
Graphic Designer, 04/2000 – 06/2001
The Assistant Art Director position is responsible for the assignment and selection of photography and illustration relating to feature and department content; the propping, art direction and styling of photo shoots, both on and off location; the design and layout of stories with attention paid to synergy, composition, balance and dynamism between editorial content and photography and illustration. I established strong relationships with leading photographers and illustrators. I provided supervision, guidance and support for a number of departments outside of my responsibilities and was promoted after only one year. My efforts were instrumental in the title’s healthy subscription and newsstand growth during a period of industry-wide contraction—circulation increased from 323,000 to 382,000 during my tenure.