

NICK PENTA

CREATIVE + ART DIRECTOR



VIEW MY PORTFOLIO

NICHOLASPENTA.COM

MARYLAND
INSTITUTE
COLLEGE OF ART

CLASS OF 2009
BACHELOR OF FINE ARTS
GRAPHIC DESIGN

KERN AGENCY

SENIOR ART DIRECTOR



06/2022

PRESENT

ART DIRECTION / EMAIL DESIGN / DIGITAL DESIGN / PRESENTATION DECKS / CLIENT PITCHES + PRESENTATIONS / USER INTERFACE DESIGN
DIGITAL AD DESIGN / PHOTO DIRECTION / RETOUCHING / DIRECT MAIL DESIGN / 360 CAMPAIGN WORK / DIGITAL ILLUSTRATION

Overview: KERN is a CRM agency and part of Omnicom's Precision Marketin Group. I am a member of the creative team primarily covering AT&T's Mobility campaign work.

- Worked on large-scale campaigns for AT&T including the 2022 launch of Apple's new iPhone. Covering tactics across email, direct mail, and digital advertising.
- Regularly created and pitched campaign decks to agency team members, as well as internal stakeholders at AT&T.
- Developed one of 3 pitched concepts for AT&T's 2022 "Thanksgiving" holiday campaign. The client went with another concept from our team, but I stayed on to help create all of the assets and campaign work for the chosen direction.
- Pushed creative boundaries when possible while always adhering and deeply understanding the AT&T brand. Including their brand partners such as Apple and Samsung.

MEANINGFUL WORKS

ART DIRECTOR (CONTRACT)



03/2022

06/2022

ART DIRECTION / DIGITAL ILLUSTRATION / BRANDING / USER INTERFACE DESIGN / DIGITAL DESIGN / DIGITAL ADS / PHOTO DIRECTION
RETOUCHING / PRINT ADVERTISING / PACKAGING / SOCIAL MEDIA / EMAIL DESIGN / FIGMA / PRESENTATION DECKS

Overview: I was brought on to assist with their Lucid Hearing account. A client with multiple sub-brands at an interesting intersection of healthcare, CPG, and technology.

- Partnered with internal stakeholders, as well as national clients including Sams Club.
- Updated packaging under new branding for Lucid Hearing. A CPG direct to consumer line of hearing aids/amplifiers sold in Sams Club.
- Completed an overhaul of their email marketing design systems. Giving a distinct look+feel to brands owned by Lucid: America Hears, Liberty Hearing Aids, Drink Defense, Lucid Wellness, Etymotic, Westone Audio, H earmuffs, and more.
- Built the sales deck and social media graphics/plan for Westone Audio's release of their new "Mach Series" prosumer audio monitors.

SIX DEGREES LA

ART DIRECTOR (CONTRACT)



11/2021

02/2022

ART DIRECTION / DIGITAL ILLUSTRATION / BRANDING / INFOGRAPHICS / LOGO DESIGN / DIGITAL DESIGN / COPYWRITING / PROJECT
MANAGEMENT / DIGITAL ADS / PHOTO DIRECTION / RETOUCHING / PRINT ADVERTISING / TEAM MANAGEMENT / PRESENTATION DECKS

Overview: Creative agency that specializes in hospitality marketing. A client list that includes Wolfgang Puck, W Hotels, Hollywood Bowl, The Greek Theatre & more.

- Responsible for the creative output of Six Degrees LA, with oversight of the creative team and creative processes; the ideation, presentation and execution of client branding and marketing communications campaigns; the profitability and creative quality of client projects, and the readiness of the creative team.
- Collaborating and contributing to the creative process as a leader of the creative team, as well as a member.
- Work collaboratively with partners, participate and co-lead company strategy & make key recommendations for changes to the creative team and company goals needs.

LET'S CONNECT>>>

732.915.4484 / HI@NICHOLASPENTA.COM / LOS ANGELES, CA

CONCEPT > AESTHETICS > THOUGHT BEFORE DESIGN

I firmly believe that Good Design Matters. Good design also originates in understanding. An understanding of the medium; constraints; application; and most importantly people. How something looks is less important than how it makes someone feel or think. Meaningful connection begins with empathy and research, otherwise it's just decoration. Maintaining that mindset helps me craft visual stories & brands that are both memorable and purposeful.

Having a sense of humor doesn't hurt as well!

MADISON MARQUETTE CREATIVE DIRECTOR



04/2019 09/2021

CREATIVE STRATEGY / DIGITAL ILLUSTRATION / SOCIAL MEDIA STRATEGY / WEB DESIGN / BRANDING / INFOGRAPHICS / LOGO DESIGN
INTEGRATED MARKETING / EMAIL MARKETING / LETTERING / COPYWRITING / ART DIRECTION / PROJECT MANAGEMENT / DIGITAL ADS

Overview: Parent company for the Asbury Park Boardwalk, The Stone Pony, Wonder Bar, Convention Hall, and Paramount Theatre.

- Took over the Marketing Director + Manager roles. Covering email marketing, entertainment marketing, and social media.
- Contributed to the award winning campaign "Art Lives Here." - An installation + digital series reimagining local creative leaders as famous works of art.
- Maintained and grew the Asbury Park Boardwalk brand despite a drastic reduction in staff during COVID contributing to a minimal loss in tenant sales.
- Designed the identity system for the Wooden Walls Project - A public arts commission and mural series spanning the Asbury Park Waterfront.
- Consistently produced high-quality and thoughtful creative under wildly fast-paced and unexpected deadlines.

SEQUOIA + SALT CREATIVE + MARKETING DIRECTOR (FREELANCE)



11/2020 11/2021

CREATIVE STRATEGY / DIGITAL ILLUSTRATION / WEB DESIGN / BRANDING / GOOGLE ADS + ANALYTICS / VIDEO DIRECTION / COPYWRITING
TEAM MANAGEMENT / PROJECT MANAGEMENT / ART DIRECTION / ICON DESIGN / INTEGRATED MARKETING / LOGO DESIGN / UX DESIGN

Overview: A start-up van conversion company focused on balancing real world function with a high-level design aesthetic - a #vanlife disruptor.

- Helped grow the business revenue by 400% in the first year using targeted marketing, and tactfully researched brand direction.
- Started adapting an AGILE project management framework to the marketing / creative team.
- Launched an e-commerce platform / merchandising plan with the following specific goals: growing brand awareness + increasing customer engagement.
- Designed and strategized their entire identity system to set the company apart from their competitors, while also staying refined enough to retain consumer confidence.

SALT HOTELS CREATIVE MANAGER



03/2017 04/2019

GRAPHIC DESIGN / CREATIVE STRATEGY / BRANDING / SOCIAL ADS / VIDEO DIRECTION / TEAM MANAGEMENT / MOTION GRAPHICS / UX DESIGN
PROJECT MANAGEMENT / ART DIRECTION / INTEGRATED MARKETING / MENU DESIGN / CAMPAIGN DEVELOPMENT / DIGITAL ILLUSTRATION

Overview: Boutique hotelier with a focus on community immersion. I was primarily responsible for their properties - The Asbury Hotel + iStar's Asbury Lanes.

- Successfully overhauled their identity to be more consistent and fluid without sacrificing their unique / refined style or sense of fun.
- I was able to grow their social media following by 200% in the first year - Through the use of thoughtful campaigns highlighting unique design elements + local culture.
- Fully executed multiple cross-platform campaigns for the Asbury Hotel. Including "Soundbooth Artist Spotlight" + "My Asbury" + "Made in Asbury"
- Oversaw the design and production of all print + digital collateral for multiple F&B establishments, corporate sales department, concert venues, and the hotel.

PROGRAM + PLATFORM EXPERTISE



ADOBE: ILLUSTRATOR + INDESIGN + XD + PHOTOSHOP + AFTER EFFECTS + PREMIERE / FIGMA / HTML + CSS / MAILCHIMP /
CONSTANT CONTACT / EXCEL / POWERPOINT / GOOGLE ADS / FACEBOOK AD MANAGER / WORKFRONT / ASANA / SLACK