

Chris Mancusi

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ART DIRECTOR | GRAPHIC DESIGNER

Print & digital design, brand strategy, and audience engagement

Skills & Tools

- Branding, print and digital marketing, advertising
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Dreamweaver), Figma
- HTML/CSS, email design and development, front-end web, content management

Professional Experience

Graphic Designer (Contract)

The National Exchange Club | Nov 2025 – Present

- Design digital and print assets for social media, email campaigns, newsletters, flyers, national programs, and membership initiatives
- Develop print-ready layouts and event materials – including programs, signage, and merchandise – for the National Convention
- Prepare production files, coordinate with print vendors, and collaborate with internal teams for deliverables

Senior Art Director

Matthews Media Group | Jul 2013 – Dec 2024

- Led the design and production of digital and print assets supporting clinical trials, reporting to the Director of Creative Services
- Developed creative strategies for patient recruitment and retention for major pharmaceutical clients
- Produced a wide range of materials, including display ads, HTML emails, videos, websites, and multi-page collateral for targeted and public outreach

Senior Designer

JAM Communications | Jan 2001 – Jun 2013

- Directed design and production for a high-volume direct marketing agency
- Created branding and campaign assets to support customer engagement, membership outreach, and public initiatives
- Delivered a broad spectrum of materials, including direct mail, advertising, and print collateral

Recognition

- MM+M Gold Award – Clinical Trial Marketing (NIH, Matthews Media Group)
- Employee Excellence Award – Caricature design for Solstice Endometriosis Study (AbbVie)
- Industry Excellence Award – Animated web ads (TechRepublic, JAM Communications)

Education

AA in Illustration and Graphic Design, Montgomery College, Maryland