



valerie york ferraro
senior-level digital creative

experience

03/17 - 08/17 — Interactive Associate Creative Director, Colangelo

Digital creative team lead across major CPG brands. Responsible for driving responsive web experiences, ECRM programs and social brand initiatives. Solving client needs via close collaboration with account, strategy, and dev.

06/12 - 11/16 — Interactive Art Director, Food Network

Responsibilities Included:

- Pitching, winning and launching Food Network's daily edition on the Snapchat Discover platform
- Leading a team of 3-5 designers across Scripps Networks food brands, with a primary focus on foodnetwork.com
- Developing branding for show and culinary events, supporting digital marketing assets (homepage graphics, emails, digital postcards, social and ad banners)
- Creating responsive on-air companion sites. Assisting with wire-framing, designing and directing third party developers
- Partnering with the product team on site enhancements
- Collaborating with leadership on talent forecasting and team building

03/05 - 06/12 — Lead Creative, Digitas

Primary responsibilities included conceptual development and interface design for web sites, mobile apps, online advertising, email marketing and occasional print work like out-of-home billboards. Contributed to winning pitch work for brands like Delta and Post. Other tasks included providing creative direction to art directors and copywriters, UX designers, flash developers, photographers, production assistants, 3rd party vendors and web developers.

01/04 - 03/05 — Interactive Art Director, Priceline.com

Lead the conceptual and creative evolution of Priceline.com's promotional site initiatives, online advertising and email marketing. Additional responsibilities included coding and testing all email marketing blasts.

09/99 - 01/03 — Interactive Art Director, Saatchi & Saatchi

Primary responsibilities included concept development and interface design for web sites, web apps and online advertising. Other project management tasks included working with and providing creative direction and insights to UX designers, flash developers, illustrators, photographers, production assistants, 3rd party vendors and web developers.

05/99 - 09/99 — Design Intern, Landor & Associates

Tasked with packaging design for positioning concepts and brand refreshes. Also assisted with brand auditing.

education

09/95 - 06/00 — California State University Long Beach
BFA - Visual Communications

clients

Sabra • Filippo Berio •
Snapchat Discover • Food Network •
Cooking Channel • Delta Airlines •
Kraft Foods • Post • Cadillac •
Toyota • Priceline.com • And More

interests

Baldwin Farm
Community Garden Member
- Since 2012

Board of Directors
The Broadlawn Co-operative Apartments
- Since 2013

Culinary Arts
CIA Baking / Boot Camp / ICE
Professional Development
Course Work

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