



# CRESSIDA BEDOLLA

www.cressidalain.com

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Southbury, CT

719-233-1182

creative@cressidlain.com

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## SKILLS

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- **HARD SKILLS:** Creative vision, branding & identity, graphic design, motion graphics and theory, project management, sound design, wire-framing, concept development, cross-platform sensibilities, innovative thinking, detail oriented, digital marketing, advertising, visual communication, photography, typography, corporate identity, illustration
- **SOFT SKILLS:** Leadership, creative and art direction, communication, interpersonal, relationship building
- **PROGRAMMING LANGUAGES:** HTML5, CSS

## EXPERIENCE

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### Lead Sr Interactive Design / Creative Director

2012-Present

ESPN / Grande & Leonard – New York, NY

- Lead the development of concepts and strategies and implementing our creative vision for brand campaigns for high-priority properties including the ESPN brand, College Football, College Basketball, X Games, WNBA, and Women's College World Series.
- Ownership of Brand work from a visual standpoint.
- Demonstrate and coach others to problem solve strategically, creatively and tactically.
- Orchestrate partnerships across multiple, cross-discipline and diverse creative teams and agencies / vendors to concept and execute breakthrough creative solutions that are highly praised by our marketing / branding partners.
- Present and champion for the best, most effective, and holistic creative solutions to internal marketing / branding partners.
- Ensure that our creative product delivers on high standards, remains cutting-edge and stays ahead of our competition (i.e., best in class) at all times.
- Listen, question, prioritize and translate business situations, marketing goals and information into strategic brand concepts through the production process.
- Act as a positive, proactive and productive brand marketing team member while building strong, trusting relationships extending beyond the status quo and fostering a hunger for bold, untested ideas.
- Work with other leaders and teams to ensure creative and messaging needs are met while adhering to the guidelines for strategy, brand messaging and integrated communication channels.
- Oversee, manage, and direct digital and interactive creative including UX for stand-alone apps, email, digital banners and micro-sites.

### Key Achievements

- Curated College Football marketing campaign directing multiple informal design teams. Applying data-driven insights to the season-long email campaign resulting in the highest company wide click-through rates.
- Drove adaptive campaign strategy for Women's College World Series. Coordinated a multi-disciplinary team in producing television, social media, digital, and email assets generating an increased audience, boasting a 17 game average of 1,203,000 viewers and propelling the 2021 WCWS into position as the most-viewed WCWS broadcast on record.
- Produced one of the most successful cross-vertical X Games brand campaigns resulting in a multi-year creative package and a branded monthly email marketing campaign which continues to see the highest engagement rates and average unique open rates across all company deployed emails.
- Spearheaded an initiative to bring digital signage in-house saving the company \$100,000 year over year.
- Headed up and advocated for efforts to build a more diverse and inclusionary image library.



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## EXPERIENCE

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### Lead Sr Designer

2010 - 2012

New Sunshine, LLC – Indianapolis, IN

- Own, articulate, and sell visual direction.
- Execute site launches, e-marketing creative, and special web initiatives.
- Work with internal customers to understand their design needs and timelines.
- Oversee projects from concept development through delivery.
- Generate clear ideas and concepts in tandem with Creative Director and Brand Strategists.
- Directed photo-shoots and led creative concepting for yearly campaign and product creative.

#### Key Achievements

- Overhauled key stone product branding resulting in a sales increase of 67% over the previous year.
- Led a national advertising campaign partnering with a high visibility television show leading to an increased in year over year profit by 51%

### Lead Sr Designer

2009 - 2010

Caesars Entertainment (Horseshoe) – Indianapolis, IN

- Reestablish Horseshoe brand using solid branding strategies.
- Develop interns and recruit key creative skill sets, throughout the intern program, to meet the evolving demands of the business.
- Manage outside vendor/resources effectively from both cost and creative standpoints, including photographers, illustrators, and production vendors for premiums and printing.
- Generate clear ideas and concepts in tandem with Creative Director and Brand Strategists.

#### Key Achievements

- Revitalized secondary internal brand resulting in an increase in sales 40% over the previous year.

## EDUCATION

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### Colorado Technical University

BFA – Visual Design & Communication

### Northwest University

AA – Graphic Arts & Design