



LIZ CENTOLELLA // CREATIVE

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SELECTED WORK EXPERIENCE

BLOOMINGDALES.COM + NEW YORK, NY

Freelance Art Director for photoshoots, working with a team to execute content for Bloomingdales.com.

JELLY NYC, FREELANCE PROJECT MANAGER + NEW YORK, NY

Jelly NYC, known for throwing the best events in Brooklyn and NYC, asked me on board as their head creative project manager for two of their larger Summer projects. As PM for Topshop's summer campaign, I managed between the client and the event staff, planning their Five Day Bus Tour promotional pop-up store, as well as their booth at Siren Festival, which saw over 4500 participants. Duties included creative execution and conception, as well as hiring and managing a staff of eighteen. Coinciding with the Topshop activations, I helped plan the East Coast leg of the Mad Decent Block Party series, a four-city weekend event. Focusing primarily with the main sponsor, Diesel Jeans, I helped conceptualize and materialize their activation and presence each weekend, which saw over 4000+ people per city. Other responsibilities included planning with secondary sponsors, such as Vitamin Water and AMP energy drink, as well as basics of large-scale concert series planning.

ELIZABETH ARDEN, LEAD INTERACTIVE AND MOTION GRAPHICS + NEW YORK, NY

Freelancing on a permanent basis for over a year, I worked on various skin care, fragrance, and beauty campaigns, including lines for Juicy Couture, Mariah Carey, Britney Spears, Rocawear, Prevege, and the various Elizabeth Arden house brands. Most work included working with video and motion graphics, with a few web campaign pitches.

JE+LC, VIDEO DIRECTION + NEW YORK, NY

Video series with electronic musician and Warp/K7! recording artist Jimmy Edgar, currently in post production stages. Collaborative efforts for nine short fashion films, as well as live visuals for Jimmy's world tour- to be completed early 2011.

SAFARI SUNDAYS, ASSOCIATE ART DIRECTOR + NEW YORK, NY

Designing and ideating for major clients such as Pepsi, Doritos, and 7UP, we worked on an international platform to develop web strategy for niche markets, innovating the way advertising is reached globally and on the web.

IMAGINARY FORCES, DESIGNER + NEW YORK, NY

Beginning directly after college, I was picked up by Imaginary Forces as a staff designer. Here, I have had my introduction to the design world, working on various projects in film, television, commercials, and experience design. Clients included ABC, A&E, Universal Pictures, Paramount Pictures. Work completed here received a Honorable Mention in I.D. Magazine's Annual Design Review, and has been shown at the AIGA's SF Design Week.

EDUCATION

RINGLING SCHOOL OF ART AND DESIGN + SARASOTA, FL

Bachelor of Fine Arts in Graphic and Interactive Communications, with Honors.

ABLETON CERTIFIED + NEW YORK, NY

Completed six-stage certification program for Ableton Live.

COMPUTER PROGRAMS

All Adobe products including Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro, After Effects, Flash, including HTML, CSS, and basics of PHP for Wordpress. Ableton Live certified for basic sound design.