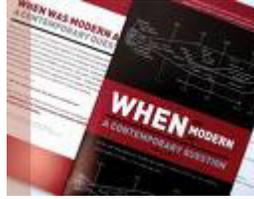


# OLIVIA M. ZONIS

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## BRAND/MARKETING COMMUNICATIONS STRATEGIST

*Creating the connection between a brand's value proposition and the print, online, and experience media campaigns that strengthen global brand equity and drive customer loyalty.*



- Unique blend of practical and theoretical expertise in strategic and tactical communications design; M.S. from Columbia University in Strategic Communications and B.F.A. in Communication Design from Carnegie Mellon University.
- Over 11 years of experience managing branding and corporate communications campaigns for pharmaceutical/healthcare, consumer goods, financial services, construction, entertainment, and not-for-profit entities. Clients include:

Procter & Gamble ▪ Eli Lilly ▪ Price Waterhouse Coopers ▪ Carnegie Mellon University ▪ Unilever ▪ Esselte Advanced Water Technologies Inc. ▪ Timberland ▪ ClubMom ▪ American Museum of Natural History Global Medical Institutes, LLC ▪ The Henry Luce Foundation ▪ Convison, Inc. ▪ International Print Center

## STRATEGIC MARKETING AND DESIGN COMPETENCIES SNAPSHOT

- Brand/Communication Strategy
- Marketing Strategy Evaluation
- Market Analysis and Research
- Segmentation/Audience Profiling
- Identity/Re-Branding Campaigns
- Brand Communication Integration
- International Marketing
- Project Pitching and Proposals
- Art Direction and Implementation
- Vendor Alliances/Selection
- Project Planning/Scheduling
- Staff Selection and Management

*Microsoft Office ▪ QuarkXPress ▪ Adobe Illustrator ▪ Photoshop Adobe Acrobat ▪ InDesign ▪ HTML*

## STRATEGIC MARKETING HIGHLIGHTS IN-FOCUS

### **Value Proposition Campaigns**

- Increased sales for water filtration company, Advanced Water Technologies Inc., by 50% in one year by proposing strategy to communicate health and environmental benefits of using filtered water over bottled water and by diversifying marketing mix and reengineering company's website to better align different company products with their intended audience.
- After conducting extensive market research and qualitative interviews, developed a three-year communications-based strategic plan for one of Carnegie Mellon University's top graduate schools projected to attract more qualified and more geographically diverse candidates to the school.
- Upon discovering consumer insight, recommended communication strategy for Procter and Gamble's Scope mouthwash to swing users of leading competitor, Listerine.
- Conducted market research and led focus groups for Eli Lilly's Cialis product; recommended unique target audience alternative to capture market share from leading competitor, Viagra.

### **Identity/Collateral Unification Campaigns**

- Strengthened/unified Esselte's global brand positioning and streamlined communications in 35 countries by recommending globally "uniform" target audience with a professional need for office supplies.
- Developed and designed identity campaign and all associated marketing collateral for clinical research company, Global Medical Institutes LLC, that was launched at industry trade show and contributed to an increase in inquiries from key global pharmaceutical companies.



## DESIGN HIGHLIGHTS IN-FOCUS

- Led design strategy and acted as sole graphic designer for the American Museum of Natural History's (AMNH) *The Butterfly Conservatory* exhibit which grossed close to \$9M in revenue its first year and has been running for nine years; spearheaded and executed visual identity campaign and comprehensive display graphics, educational diagrams, and promotional materials that are still in use today.
- Virtually eliminated the AMNH graphic services department's dependency on design outsourcing services, reduced costs exponentially, and shaved dozens of hours off project turnaround times by managing large scale print, web, and exhibition graphics projects in-house from concept to execution.
- Co-led/executed design strategy for museum's Einstein, Epidemic, and Pearls exhibits.
- Created architectural graphics layout for landmark NYC Police Memorial Wall. (White & Co.)
- Developed visual identity and layout in 122 languages for the landmark entry pavilion of the American Bible Society in New York. (White & Co.)

## CHRONOLOGY

### ***FLH Communications Strategies and Design, Managing Director, New York, NY, 2001 to Present***

*Marketing/design communications consultancy catering to both institutional and corporate clients. Pitch and develop marketing and communications strategies, create project proposals, oversee project planning, and negotiate vendor agreements. Art-direct and manage cross-functional teams of web and content developers, industry marketing specialists, editors, and designers.*

### ***American Museum of Natural History, Senior Principal Designer, New York, NY, 1998 to 2003***

*Project-managed from conception through completion exhibit and departmental graphic design collateral. Trained designers, managed printers and fabricators, and ensured adherence to project timelines and budgets.*

### ***Smith Paul Associates, Inc., Designer, New York, NY, 1998***

*Co-managed execution of packaging, identity programs, annual reports, books, and architectural graphics.*

### ***The Museum of Modern Art, Graphic Designer, New York, NY, 1997 to 1998***

*Designed brochures, posters, event invitations, publications, books, museum signage, and exhibition graphics.*

### ***White & Co., Designer, New York, NY, 1996 to 1997***

*Oversaw project site evaluation; developed design concepts, artwork for fabrication, installation guides, and client presentations for large-scale environmental signage and monuments.*

### ***LCD Graphics, Graphic Designer, Florence, Italy, 1995***

*Developed multilingual layouts for international publications, magazines, and websites.*

## EDUCATION

Columbia University, New York, NY, Master of Science, Strategic Communications, 2007

Carnegie Mellon University, Pittsburgh, PA, Bachelor of Fine Arts in Communication Design, 1996

Images of the client's work were included in the document to create a more design-focused feel and to give the reader a better taste of the client's personal brand and design sensibilities. Color was added to give the document a more unique look that better resembled the kinds of marketing collateral she might create for her clients. Since this client had a dual background in branding strategy and design, I chose a combination format to better categorize her competencies and call more attention to her recent branding work.