



GAYLE CICCIA

Stratford, CT 06615

gayleciccia63@gmail.com

203-218-6121

[www.linkedin.com/in/
gayle-ciccia](http://www.linkedin.com/in/gayle-ciccia)

PROFILE

Extensive industry experience.

I deliver strategic and inspirational leadership to a creative team, while building solid relationships with clients.

Energetic spirit, integrity with a keen sense of design.
Motivator, mentor, friend.

SKILLS

**InDesign, Illustrator,
Photoshop, MS Office**

Communication
Presentation
Problem Solving
Project Management
Visionary

EDUCATION

**Bachelor of Science (BS)
Graphic Design
Specialization**

Southern Connecticut
State University
New Haven, Connecticut

PORTFOLIO

www.gayleciccia.com

PROFESSIONAL EXPERIENCE

Conair Corporation • Stamford, Connecticut 1986 - June 2020

Manufacturers and Distributors of Beauty, Home and Health Care Products

Creative Director 2013 - June 2020

Manage a team of ten on four major accounts of business along with directing photographers, retouchers, copywriters and web team on all creative strategy, branding, new product development, packaging, advertising, print, pop, photo shoots, commercials, video and event planning. Design master, magnificent mediator, highly skilled multi-tasker.

- Manage the creative process from concept to completion
- Translate marketing objectives into clear creative strategies
- Lead and direct the creative team in the production of all marketing collateral
- Meet with marketing clients to explain brand strategy and solutions
- Ensure visual communication and brand standards are met
- Review work, trouble shoot and provide feedback to creative teams
- Manage and cultivate the career development of staff members including account executives, art directors, designers, production artist and sampling studio
- Event planning and staging for in-house vendor meetings and national sales meetings
- Follow-up and over see all deliverables, timelines and print production with vendors

Clients include: Target, Walmart, Ulta, CVS, Riteaid, Walgreens, Sally Beauty as well as, Private label Clients

CORPORATE CLIMB

**Promoted to Graphic Designer in 1988 • Assistant Art Director in 1990,
Art Director in 1992 • Creative Supervisor in 1995 • Creative Director in 2013**

ADDITIONAL RELEVANT EXPERIENCE

Zotos International • Darien, Connecticut 1986-1989

Production Artist • Manufacturers and Distributors of Hair Care Products

AWARDS

Graphic Design USA

Package Design Award | HBA Corporate Grooming, HBA Target Grooming,
HBA Conair Blow-Dry Kit

Graphic Design USA

Advertising Award | HBA Knot Doctor

Graphic Design USA

Graphic Design Award | Elle Display for Ulta, Elle Spring Promotions for Ulta

Connecticut Art Director's Club Award

Award of Excellence | Headcase Packaging, Retail Toiletries Division
Award of Excellence | Graphite Brush Packaging, Kids Hair Accessories Packaging
Award of Excellence | Smash Packaging, Retail Toiletries Division
Award of Excellence | Snap Shots Packaging, Professional Products Division

Connecticut Art Director's Club Award

The Gold Award | Riva Packaging, Professional Products Division

SMA Aerosol Division

First Prize | California Shine Mousse, Toiletries Division
First Prize | Riva Design & Define Styling Line, Professional Division