



ALISA VANACORE

Creative. Marketing. Sales.

Experienced Creative Director and Brand Consultant. Driving Innovation, Design, and Business Strategy for 25+ Years.



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Hamden, CT



www.alisamvanacore.com

KEY STRENGTHS

Brand Strategy & Identity Development:
Helping businesses build and communicate strong brand identities across multiple platforms.

Creative Leadership & Team Management:
Leading creative teams to deliver compelling designs, marketing collateral, and digital experiences, while mentoring and inspiring them to reach their full potential.

Product Development & Marketing Solutions:
Designing and executing innovative product launches, packaging, advertising campaigns, and trade show events that drive sales and customer engagement.

Cross-Functional Collaboration:
Working seamlessly with marketing, sales, legal, R&D and external vendors to ensure cohesive and high-impact campaigns.

Adobe Creative Suite:
InDesign, Photoshop
Illustrator, Acrobat

**Photography, Retouching
Project Management, Video Editing
Social Media Management
Canva, Web Management
UX /UI Design
HTML, CSS**

Microsoft Office:
Excel, Word,
PowerPoint/Keynote

MAC or PC Platform

2015 American Package Design Awards
*Re-branding of Cezanne
Professional Products*

2015 American Package Design Awards
Conair HBA / Target Grooming

2014 American Package Design Awards
*Sally Beauty Company Re-branding
Naturally Silk Elements Line*

2012 American Graphic Design Awards
ELLE Display for Ulta Stores

2012 American Graphic Design Awards
*Scünci Summer Intensive Scholarship Pro-gram with the American Ballet
Theatre for Conair Public Relations*

EDUCATION

A.S., Graphic Communication
Technology
4.0 GPA, GCTC, New Haven, CT



PROFILE

I have a strong track record of delivering results, whether its increasing online sales, improving customer engagement, or navigating complex project timelines. My passion for creativity is matched only by my commitment to integrity, teamwork, and mentorship. I thrive on building long-term relationships with clients and colleagues, offering strategic insights and creative solutions that make a measurable impact.

OWNER | CREATIVE STRATEGIST & BRAND CONSULTANT ART DIRECTOR & GRAPHIC DESIGNER

2017 - PRESENT

LEVEL 9 CREATIVE | HAMDEN, CT

Freelance Creative Strategist & Brand Consultant. Specializing in Account Management, Product Development, and Multi-Channel Marketing Solutions

Lead high-profile accounts on a freelance/contract basis, partnering with clients across creative strategy, branding, product development, packaging, advertising, print, pop, trade show booths, photo shoots, video production, and event planning.

Manage end-to-end creative processes, ensuring seamless transitions from initial concept through final delivery, with a focus on client satisfaction and brand alignment.

Translate complex marketing objectives into clear, actionable creative strategies that drive measurable results.

Oversee the production of marketing collateral, ensuring high-quality execution that consistently adheres to brand standards.

Work closely with clients to define brand strategies, providing clear communication and innovative solutions.

Review deliverables, troubleshooting and providing feedback to clients and vendors to ensure smooth project execution.

Lead and organize in-house vendor meetings, national sales meetings, and trade show events, ensuring flawless execution and impactful presentations.

Coordinate project timelines, deliverables, and print production, ensuring on-time completion with a focus on quality and detail.

PRESIDENT

2023 - 10/2025

BAR-PLATE MANUFACTURING | HAMDEN, CT

Cultivate long-term customer relationships, delivering tailored solutions that align with client needs and business goals.

Spearhead the implementation of a new ERP system, overseeing data migration and leading virtual/on-site training to ensure a smooth transition.

Play an instrumental role in corporate buyout, guiding new ownership through the transition process and ensuring continuity in daily operations.

Lead company growth, achieving consistent sales targets by effectively managing and motivating a high-performing sales team.

Generate and analyze sales reports, providing key insights to the CFO for informed decision-making.

Coordinate trade show logistics, including booth design, advertising, and promotional material creation, enhancing brand visibility.

Manage day-to-day sales operations, overseeing invoicing, purchase orders, customer acquisition, and quoting processes.

Monitor emerging market trends and competitive activities to identify opportunities for strategic growth and product development.

Manage and maintain the media calendar, coordinating content and scheduling to ensure consistent and timely communication across platforms.

Write and direct weekly informational, promotional, and sales emails, crafting compelling messages that drive engagement and support sales objectives.

SALES MANAGER

2018 - 2023

BAR-PLATE MANUFACTURING | HAMDEN, CT

Navigate the company through the global pandemic, addressing staffing shortages and supply chain issues while transitioning employees to remote work and implementing rotating schedules.

Drive business growth by managing and optimizing sales team performance to exceed targets.

Lead the complete overhaul of the company website, enhancing the user experience and boosting online sales by 114%.

Create and execute business strategies that expand the customer base and strengthen brand presence in the market.

Manage email marketing campaigns and coordinate promotions to engage target audiences.

Work with external contractors to produce high-quality sales and promotional materials that align with the company's marketing objectives.

ASSOCIATE ART DIRECTOR

2009 - 2017

CONAIR CORPORATION'S IN-HOUSE CREATIVE AGENCY | STAMFORD, CT

Collaborate with Creative Directors to deliver innovative design solutions, driving brand strategy and identity across multiple media platforms.

Manage complex creative workflows from concept to final production, ensuring quality and brand consistency.

Direct and oversee photo and video shoots, providing creative leadership while assisting with video editing.

Stay at the forefront of design trends, integrating them into project execution to keep the brand competitive.

Delegate tasks effectively to team members, fostering a collaborative environment and ensuring timely project completion.

Work cross-functionally with marketing, sales, legal, and copywriting teams to ensure cohesive and high-impact creative outputs.

Represent the brand at key events, gathering customer insights to inform future creative strategies.

Clients include: Target, Walmart, CVS, Rite Aid, Walgreens, Sally Beauty Supply, Ulta, Justice as well as Private Label Clients

SENIOR GRAPHIC DESIGNER

2006 - 2009

CONAIR CORPORATION'S IN-HOUSE CREATIVE AGENCY | STAMFORD, CT

Lead creative projects from concept through production, ensuring brand consistency and quality across all visual assets.

Manage complex design workflows, ensuring that all projects meet brand standards and align with business objectives.

Foster strong relationships with marketing and creative teams, ensuring alignment on goals and creative direction.

Deliver high-quality print, web, and presentation designs that meet client needs and expectations.