

# JT SANTINI

16 Storyland Lane • Setauket, New York 11733 • (631) 371-9615  
jtsantini@gmail.com • linkedin.com/in/jtsantini

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## TECHNICAL SKILLS

- Mac & PC
- Adobe CS/CC
- Quark Xpress
- DSLR Productions
- AutoCAD
- FTP Protocol
- HTML & CSS
- MS Office

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## QUALIFICATIONS

- Institute branding style guides ensuring strict adherence across multiple media channels
- Develop project specifications in collaboration with Creative Directors ensuring key expectations are delivered
- Provide leadership on a daily basis, ability to anticipate production issues and facilitate solutions
- Evaluate designer strengths and weaknesses when assigning specific tasks
- Motivate teams to ensure projects and campaigns are driven to completion under tight deadlines
- Build strong partnerships with vendors, clients, freelancers and internal teams, earning trust and respect
- Coordinate photo shoots, including negotiation of model usage rights and securing locations

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## RELEVANT EXPERIENCE

### Show+Tell Productions – New York, NY 2014 – 2018

*Show+Tell specializes in the design, engineering and content management for large scale digital sign networks.*

#### Creative Services Manager

- Coordinated the execution of digital signage media plans for the entire portfolio of Show+Tell clients
- Generated daily content update schedules for programmers to reference both internally and in the field
- Collaborated with client sales agencies to strategically implement paid advertisement campaigns
- Managed the execution of live events such as Dick Clark's New Year's Rockin' Eve on Express Times Square
- Partnered with third party client agencies to ensure new creative adhered to production guidelines
- Provided logistical support for clients' sales teams such as tracking insertion orders

### Sleepy's, LLC – Hicksville, NY 2011 – 2014

#### Creative Services Manager

- Conceptualized and designed artwork for graphic artists to use in more than 100 publications
- Served as Director of Photography for quarterly broadcast commercial productions
- Facilitated inter-departmental communications ensuring a cohesive message across all media channels
- Managed the development of new store graphics kits
- Conducted consumer insight research ensuring advertising campaigns effectively reached target audience

### Modell's Sporting Goods – New York, NY 2007 – 2011

#### Production Manager

- Conceptualized, developed, and executed all in-store graphics programs while adhering to branding strategy
- Developed digital projects such as micro-sites, blogs and email campaigns
- Collaborated with vendor creative teams to design and install specialty shops for Adidas, Nike & Under Armour
- Managed the production of special event graphics including grand openings and community events
- Arranged and art-directed photo shoots for seasonal graphics programs

### Long Island Press – Syosset, NY 2004 – 2007

#### Graphic Artist

- Developed print advertisements, sales material and client-specific proposals

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## EDUCATION

Briarcliffe College

B.F.A. in Graphic Design