



Robert Pieroni ▪ www.robertpieroni.com ▪ robert@robertpieroni.com
1916 Bonnycastle Avenue ▪ Louisville, Kentucky 40205 ▪ 502-387-7641

WORK EXPERIENCE

The Courier-Journal ▪ Senior Artist

Designer of marketing initiatives, including ad campaigns, logos and promotional material for The Courier-Journal, Velocity and related publications.

Louisville, Kentucky ▪ January 2004 to July 2009

Highlights:

- Developed advertising strategies for elite advertisers – process included meeting personally with clients to produce tailored advertising campaigns.
- Regularly selected to give design-related presentations to Courier-Journal executives and members of its parent company's (Gannett's) Operating Committee. Projects included template re-designs of courier-journal.com and recommendations for improved internal communications.
- Chosen to be the sole designer for The Courier-Journal's exclusive Score Team, which pitched advertising to potential high-value clients. Team exceeded its one-year goal of bringing in \$1 million in new revenue.
- Developed prototypes, marketing material and other promotions for high-end publications produced by The Courier-Journal, including Her Scene and Parent Magazines.
- Frequently performed duties for other departments, completing tasks outside the job description for a designer, including setting up and photographing models and filling in as a web designer when the digital team was understaffed.

Freelance ▪ Photography, Graphic Design and Web Design

Offer professional photography, advertising, logo development and branding, web design and print design for a variety of local and national clients.

Louisville, Kentucky ▪ September 2003 to present

Selected works include:

- University of Louisville: Designed 37-foot hanging banner to promote softball team.
- Prime Lounge: Event photography, logo and ticket design, web design of primeloungeky.com.
- St. John Center for Homeless Men: Photographed "program graduates," designed fund-raising brochures, invitations and related event materials.

Other clients include:

University of Louisville's Brandeis School of Law, Southern Wine & Spirits, Mission Data, Bourbon Heritage Center, Divas Handbags, Abbey Road on the River, National Kidney Foundation, Semonin Realtors and Murray State University

The Murray State News ▪ Graphic Designer and Advertising Sales

Murray, Kentucky ▪ January 1999 to May 2002

- Top advertising salesperson each week in 2002. Developed strong working relationships with advertisers to shape successful promotions.
- Promoted The Murray State News through advertising campaigns that were honored with first place awards from Kentucky Intercollegiate Press Association.
- Designed advertising for local businesses.



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WORK EXPERIENCE continued

St. Luke's Hospital Media Services ▪ Freelance Artist

St. Louis, Missouri ▪ Winter 2001

- Designed print material for hospital and its doctors.

Vertis Communications ▪ Intern and Freelance Artist

St. Louis, Missouri ▪ Summer and Winter 2000, Summer 2001

- Prepress production for national clients including: Budweiser, Wal-Mart, Oriental Trading Company and Soft Surroundings.

EDUCATION

Murray State University

B.A. – Graphic Design, May 2003

AWARDS and ACTIVITIES

- Best of Show from Advertising, Circulation & Marketing Excellence Awards
- Award of Excellence from Advertising, Circulation & Marketing Excellence Awards
- Eight first-place awards from the Kentucky Press Association (20 total)
- Three Louisville Graphic Design Association 100 Show awards
- Louisville Graphic Design Association Membership Chair
- Started American Institute of Graphic Arts student chapter at Murray State University

SOFTWARE

Proficient in: Photoshop, InDesign, Illustrator, Dreamweaver and Aperture
Knowledge of: Quark, Flash and Fireworks