



andreacostadesign@gmail.com 516.439.8211

## ANDREA COSTA DESIGN

Business Consulting Freelancer: Marketing, Design, Community Outreach

Making your company or non-profit more widely visible so you can reach your goals.

Clarify your visual messaging through branding, web presence, social media, sales presentations, events, educational materials, marketing and more.

**Technologies:** Adobe suite, Canva, Instagram, Facebook, LinkedIn, Powerpoint

**Select clients:** CBS EcoMedia, GIVEWITH. HITLAB: Healthcare Innovation, Costa Architecture + Engineering, STEPS Architectural Consulting Services, College Advisors, Divorce Planning Associates

## VOLUNTEER

Northport Village, Social media site creation, 2020 – present

UUFH: Auction donations, visuals, sponsorships, social activism, 2023 – present

Previously:

Northport Arts Coalition, Board Member & Social Media Community Manager, 2020 – 2023

Melissa's Wish, Time2vote, Rock the Vote, Nassau Coalition for Domestic Violence, The Winning Team

## SELECT AWARDS AND HONORS

40+ design and marketing awards, including:

Graphic Design USA (33 design awards)

TIME Magazine Entrepreneurship Award

Print Magazine Gold Medal

American Institute of Graphic Artists Award

The Great Design Show – Design I One

Competition Winner

American Marketing Association

Graphic Design Inhouse Office Design Award

Scholastic Art National Gold Winner

TEDmed Scholar

## EMPLOYMENT

**ANDREACOSTADESIGN**, 2014 – present

Marketing, Branding, Design, Event Planning, and Business Consulting.

**SOCIALCODE/CODE3**, Senior Manager of Creative 2012 – 2014

Preferred Strategic Marketing Developer for Facebook

Complete rebranding with a new logo and all new sales materials. Our newly created marketing and sales team grew SocialCode from 33 to over 125 employees with exponential revenue and profit growth.

**PUBLIC HEALTH SOLUTIONS**, Marketing & Creative Services Manager 2011 – 2012

New York eHealth Collaborative, HealthIT

Oversaw the creation of a marketing department & events team. Website re-design, introduction of a social media plan and presence. Created the first Digital Health Conference in NYC.



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**TIME, TIME.COM, SPORTS ILLUSTRATED, FORTUNE AND CNNMONEY.COM**

Senior Art Director of the News Division 2006 – 2009

**TIME MAGAZINE, TIME.COM, Senior Art Director 1997 – 2006**

Senior Art Director for events such as the TIME 100, Person of the Year, and other Time Inc. events. Created a branded consistent look and feel for all marketing materials and events. Responsibilities included creating special advertising sections, designing logos, invitations, event signage, web banner ads, e-blasts, trade and consumer ads, and various sales marketing materials. Also produced advertising materials for major clients, such as Raymond James, Ameriprise, Ebay, IBM, Pfizer, more.

**FASHION INSTITUTE OF TECHNOLOGY, Industry Branding Advisor 2005 – 2019**

The Denim Project, Seminars in Branding and Marketing

Advised graduating seniors on the branding of their own startup brands. Evolved to include digital marketing, and engagement strategies for the influencer age, specialized targeting, data analytics, SEO.

**THE NEW YORK TIMES, Promotions Art Director 1993 – 1997**

Created visuals to further strengthen and revitalize the NYTimes brand. Media kits, brochures, and directed promotional videos. Branding campaigns for events and sections. Hired artists, illustrators, photographers.

**COSTA DESIGN, Partner/Graphics Director 1986 – 1997**

Architecture/Graphic design firm

Designed logos, branding, and strengthened existing ones. Residential interior design. Freelanced for advertising agencies, including Ogilvy, JWT, Pentagram. Clients/projects included: Estée Lauder, Revlon, IBM, Sharp, Egyptian Cotton, USAID, Russian Linen, Mongolian Cashmere, trade shows for Jacob Javits Center, and promotional design for The New York Times.

**EMERSON WAJDOWICZ STUDIOS, Graphic Designer 1983 – 1985**

Designed logos, brochures, and marketing materials.

**INTERNATIONAL TYPEFACE CORPORATION, Assistant Art Director 1981 – 1983** Award-winning publication for designers. Worked under artist influentials: Herb Lubalin, Ilene Strizver, Ed Benguiat.

**EDUCATION**

**BACHELOR OF SCIENCE IN DESIGN, State University of New York, Buffalo State College**

GPA 3.64. Cum laude, Awarded best in major.

**GRADUATE STUDIES AND CONTINUING EDUCATION, Hunter College, New School, Fashion Institute of Technology, and Noble Desktop.** Courses in UXD, front-end web design, SEO, social psychology.