

LENNY MARCHICA

LennyMarchica.com LennyMarchica@gmail.com

SKILLSET Adobe Creative Suite, Asana Project Planning, Box, Dropbox, Google Drive, Ortery Photography, PC & Mac Systems, Social Media Management, Syndigo, Microsoft Office

Team Direction, Packaging Design, Layout and Web Design, 360 Branding, Typography, Digital Art, Photography and Retouching, Marketing, Production Art, Project Management and Organization

EXPERIENCE **GREENTOUCH HOME** (Remote) Mooresville, NC

2022 – June 2023, Marketing Graphic Designer

Developed branding and marketing materials for celebrity licenses in bath and fireplace products. Produced in-store and SOE packaging structure and artwork. Designed specialized marketing materials for in-store and tradeshow usage. Enhanced customer webstores with supplemental video and graphics. (Syndigo) Managed social media content across multiple platforms. Created comprehensive quick guides to familiarize teams with the extensive customer product portfolios.

GINSEY HOME SOLUTIONS Swedesboro, NJ

2018 – 2022, Graphic Designer + Product Photographer

Created packaging structure and artwork for a variety of housewares, bath, and juvenile products. Directed and shot product silos, lifestyles, created video storyboards, and 360° video for ecommerce platforms and presentations. (Ortery) Organized project management (Asana), to coordinate efforts between creative and omnichannel sales teams.

TUCKER GOLIATH, INC. Hamilton, NJ

2015 – 2018, Creative Packaging Designer

Managed end-to-end toy and game ideation, mechanics, design, and promotion. Specializing in branding, packaging, and marketing materials. Secured intellectual property protection and design patents. Developed region-specific packaging for international markets and store-specific aisle placement.

CRAYOLA, LLC. Easton, PA

2013 – 2015, Freelance Designer

Expanded Crayola's global reach through designing multi-language packaging, branding, and store displays. Oversaw approval of packaging and licensing for both domestic and international markets. Developed and edited photoshoots to capture region-specific product imagery.

EDUCATION **Kutztown University of Pennsylvania**

BFA | Communication Design, May 2013

EXTRAS **Freelance (LennyMarchica.com)** 2013 – Present

Specializing in small business branding and marketing materials. Complete rebranding of a glass craft and jewelry company earned them a Small Business Achievement award in 2019.

Stonewall Sports Philadelphia Chapter, DEIA Committee 2020 – Present

Championing diversity and inclusion initiatives within the organization by collaborating with sponsors and events to promote best practices. Designed promotional materials for chapter meetings.

TOTY Nominated 2017

Packaging design for Disc Jock-e® was recognized for the Toy of The Year (TOTY) nomination.

Product & Design Patent 2016

Product Patent for an untitled outdoor game. Design Patent for Phlat Ball® Mini character designs.