



TRICIA CHINNICI

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contact

✉ tricia.chinnici@gmail.com

☎ 915.526.1185

🌐 www.triciachinnici.com

📍 Los Angeles, CA

expertise

GRAPHIC/WEB DESIGN

ADOBE SUITE

WORDPRESS

EXPRESSION ENGINE

MAGENTO

ILLUSTRATION/HAND LETTERING

MARKETING

SALESFORCE

GOOGLE ANALYTICS

SOCIAL MEDIA ADVERTISING

EMAIL MARKETING

MAILCHIMP

CONSTANT CONTACT

PROJECT MANAGEMENT

BASECAMP

TRELLO

MICROSOFT OFFICE

GOOGLE DRIVE

education

BACHELOR OF ARTS
Theatre Arts Education
University of North Texas

profile

Innovative and detail oriented Creative Director with 7+ years of graphic design and digital marketing experience. Specializes in strategic branding/art direction, web-ready digital content, and influencer/brand partnerships. Drives traffic and boosts audience engagement with dynamic marketing strategies and campaigns. Skilled at improving ROI and delivering successful brand messaging. Excellent with written communication and managing multiple projects.

experience

SWEET E'S BAKE SHOP 2012 - present

Creative Director

- > Guides the creative direction of the company, balancing the overall company strategic direction with day-to-day tasks.
- > Increased sales by 86% within first year of employment.
- > Created email drip campaign as part of lead nurturing strategy; resulted in \$25,000 increase in sales.
- > Manages paid social media on Facebook, Instagram, and Pinterest.
- > Maintains strong relationships with multiple large brands including Fox Studios, Disney, and Sugarfina, bringing in orders of \$10,000+.
- > Organized appearances on ABC, Food Network, KTLA, and in People Magazine.

HOMEMADE HULLABALOO 2012 - 2014

Creative Director

- > Ran successful Etsy store featuring custom invitations, cards, and party/wedding designs, doubling in sales within the first year.
- > Designed and maintained a lifestyle blog with average 250-400 visits daily.
- > Negotiated brand sponsorships.
- > Produced multiple photo shoots, collaborating with brands, photographers, stylists, and other vendors.

PENTATONIX - "Starships" Music Video (YouTube) 2012

Wardrobe Designer

- > Over 32 million views.
- > Designed all costumes, coordinating with production team for a cohesive aesthetic.
- > Acquired or constructed all costume pieces while staying under budget.
- > Worked with clients on fittings and made sure they were satisfied with final product.
- > Kept all items meticulously organized for hectic shooting days.

ABSOLUTELY PRODUCTIONS - Nathan for You (Comedy Central)
The Eric Andre Show (adult swim) 2011 - 2014

Wardrobe Supervisor

- > Oversaw all on-set wardrobe and made design choices on set.
- > Negotiated with vendors to fit budget.
- > Actively ensured the wardrobe department's roles and responsibilities coordinated with other department heads and directors.
- > Organized materials for maximum efficiency and easy access on set.