

Rosa D'Elia

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Seasoned creative professional with 10+ years of experience in design and creative operations. Strategic and collaborative leader who partners cross-functionally to drive aligned outcomes, streamline creative processes, and elevate brand execution. Specializes in conceiving photo shoots, developing 360° campaigns, and guiding projects from ideation through delivery to produce high-impact content across digital and print channels.

WORK EXPERIENCE

Empire State Realty Trust

New York, NY

Art Director

Aug 2025 - Present

- Directing multi-channel campaigns across digital and print for **ESRT Real Estate** and **The Empire State Building Museum & Observatory** teams—including presentations and decks, regular photo shoots, Observatory marketing, and seasonal activations—delivering high-impact work that aligns with strategic goals and budgets.
- Translating cross-functional requests into clear creative briefs and actionable project plans in Monday.com, aligning stakeholders and setting direction for both internal and external partners.
- Managing the creative pipeline by assigning and coordinating work across contributors, prioritizing projects based on team capacity, and ensuring on-time delivery through consistent timeline tracking and stakeholder communication.

DSW Designer Shoe Warehouse

Boston, MA/New York, NY

Art Director, Vince Camuto & Keds

Dec 2021 - Dec 2024

- Managed creative budgets and coordinated with external vendors—such as photographers, prop and fashion stylists, producers, and retouchers—to maintain a seamless visual narrative across all platforms.
- Directed and oversaw photo shoots for both on-location and in-studio settings, working closely with marketing and sales teams in New York and Boston to execute visually appealing and culturally relevant creative assets - particularly for collaborations with **Barbie**, **Mattel**, and **Magnolia Bakery**.
- Built and reinforced visual identity systems and photography styles into all design work, ranging from packaging to digital properties, and toolkits for international distribution.

Lifetime Brands

New York, NY

Digital Design Director

Mar 2021 - Apr 2024

- Led a 22 person art team in developing marketing designs for over 50 housewares and food service brands - including **Farberware**, **KitchenAid**, **Beautiful by Drew Barrymore**, and **Mikasa** - ensuring cohesive presentation in both digital and print media at scale.
- Managed the production of product detail page (PDP) and lifestyle imagery, successfully contributing to a revenue increase of 5-15% for various category leading products.
- Directed collaborative efforts with marketing executives, product managers, and content creators to streamline the creation and distribution of compelling digital content across 1000s of SKUs, optimizing the customer experience on Amazon's A+ content platform.

Charles Tyrwhitt
Brand Designer, North America

New York, NY/London, UK
Mar 2018 - Jun 2020

- Developed and executed design strategies for web, email, retail POS, OOH, and social media campaigns, enhancing customer acquisition and retention across the North American market.
- Engaged in cross-functional collaboration with merchandising, product, marketing, store management, and e-commerce teams to facilitate revenue growth via strategic design enhancements.
- Contributed to the ideation and implementation of innovative SMS, direct mail, OOH, and email initiatives.

Advantages, Inc.
Art Director

New York, NY
Feb 2016 - Mar 2018

- Directed a creative team in the development and implementation of comprehensive branding strategies, ensuring cohesion across various media including websites, print campaigns, and packaging.
- Managed email marketing initiatives and social media content creation, contributing to the enhancement of client engagement and online presence.
- Oversaw the production of video content, facilitating storytelling and brand promotion that resonated with target audiences.

Pinkwater Select
Digital Content Manager

New York, NY
Jan 2014 - Mar 2016

- Oversaw the production and post-production processes for photography and video content, delivering high-quality visual assets for online and offline marketing initiatives.
- Developed and implemented digital content strategy to enhance the brand image of high-end real estate offerings, ensuring consistency across web platforms, email marketing, and social media campaigns.

SusyJack
Graphic Designer

New York, NY
Nov 2012 - Jan 2014

- Collaborated in the design and development of new product lines and packaging, ensuring visual consistency and brand alignment. Facilitated product launches by managing product photography, updating website content, crafting press releases, and coordinating with wholesale partners.

EDUCATION

Condé Nast College of Fashion & Design | Certificate of Achievement, Creative Direction

SKILLS

Project Management in Trello/Asana/Wrike/Monday • ChatGPT • Gemini • ClaudeAI • Photoshop • Canva
Illustrator • InDesign • After Effects • Figma • UI/UX • HTML/CSS • Google Workspace • MS Office