

DARIO MESCIA

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Accomplished marketing communications and design professional with over 20 years experience in advertising and graphic design. Experience in all aspects of an advertising studio, from operations and production to art direction.

I am seeking an opportunity for a leadership role to help grow and streamline an in-house creative department.

EXPERIENCE

Children's Hospital of Philadelphia

Art Director/Creative Operations Specialist > March 2008 – Present

- Responsible for the concept and design of campaign materials.
 - Design and art direction experience across all mediums including: print and clinical program collateral, outdoor, transit, print advertising, video, radio, photography and web.
 - Work directly with clients and account managers to determine and execute project scope and goals.
 - Brainstorm campaign ideas with copywriter. Work with my team to create materials and present them to the client.
- Spearheaded the selection and implementation of the hospital's very first enterprise-wide digital asset management system (DAM) that will allow for a more streamlined process of searching our millions of assets, including photographs, videos, PDFs and Word files.
- Currently establishing new creative workflow and review processes while reevaluating our project management system in order to maximize efficiencies and establish clear metrics and goals.
- Tasked with managing the hardware and software for our department, ensuring everything is up-to-date and cost-effective, as well as, acting as the point person for all questions involving technology.

Children's Hospital of Philadelphia

Traffic Manager > May 2005 – March 2008

- Created and implemented a traffic workflow system for the creative department.
- Worked with a developer to design a project management system.
- Partnered with IT to purchase and implement a server for the department to house all of the thousands of jobs and hundreds of thousands of assets.

Montco Advertising Specialties

Production Manager/Graphic Designer > May 2003 – April 2005

- Managed the prepress department of a promotional printer.
- Completed all design work for promotional pieces for the company including trade show materials and advertisements.

Kelly Michener

Production/Traffic Manager > April 2001 – April 2003

- Built and maintained a traffic workflow system for the creative department.
- Handled all production management duties: estimates, press checks, prepress, invoicing, and establishing and maintaining vendor relationships.

EDUCATION

Bachelor of Arts Communications

Elizabethtown College > 1994 – 1998

AWARDS AND HONORS

Insight Exchange Network

Panelist/Speaker > September 23 – 25, 2019

Spoke on 2 panels at Insight Exchange Network's Creative Operations Conference in Nashville: The Importance of Relationship Building in Creative Operations and Managing a Successful Creative Team.

Henry Stewart Events

Panelist/Speaker > May 2 – 3, 2019

Panelist for a discussion on DAM in a Regulatory Environment at DAMNY 2019.