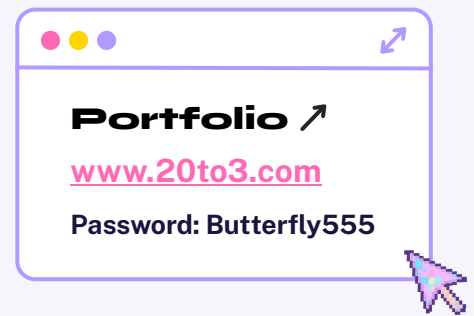


GINA ABBATIELLO Art Director



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PROFESSIONAL SUMMARY

Concept-driven Art Director with nearly nine years of agency experience building **social-first and integrated campaigns** across tech, gaming, entertainment, B2B, and consumer brands. Brings a 360 mindset to creative, translating strategy, audience insight, and culture into big ideas that scale across channels. Combines **senior-level art direction and client-facing leadership** with hands-on execution, guiding work from pitch through production while mentoring junior creatives.

EXPERIENCE

Art Director @ FREELANCE

August 2026 - Present

Independent Art Director bringing **concept-driven, social-first thinking** to integrated campaigns, brand storytelling, content, and pitches. Develops big ideas and campaign platforms, then translates them into **platform-native creative** across social, video, digital, experiential, influencer, and other brand touchpoints. Combines high-level concept and visual direction with hands-on design, short-form video editing, photography, presentation development, and production support, while helping growing brands build **repeatable creative systems** and content frameworks **that can scale**.

Art Director @ AYZENBERG GROUP

October 2021 - August 2026

Led and co-led concept-driven creative across **social-first and integrated campaigns** for global tech, gaming, entertainment, and consumer brands. Translated strategy, audience insights, and cultural trends into **big ideas and scalable campaign platforms** across social, video, digital, experiential, and influencer touchpoints. Guided work from brief and **new-business pitch through production**, partnering across creative, strategy, account, and production teams while **presenting to clients and leadership**, mentoring junior creatives, and staying hands-on through visual development and execution.

- **Microsoft Developer TikTok Reboot:** Co-led creative that grew a near-dormant channel to more than **53,000 followers**, **9.5 million views**, and more than **145,000 engagements**. Helped shape its platform-native creative voice and repeatable content system. The work earned a Bronze Honor for TikTok Presence and an Audience Honor in Technology at the **2026 Shorty Awards**.
- **Palia Social:** Helped pitch and win the account, then developed educational, promotional, and community-driven social creative that increased engagement by **129 percent**, achieved **90 percent positive sentiment**, and **grew followers by 112 percent**.
- **Windows Insider Program:** Collaborated on social strategy and creative execution that contributed to a **53 percent lift in impressions** and **video views**, **9,903 new followers**, and **12 percent female audience growth**.
- **Bethesda Fallout:** Co-led a **one-week winning pitch** and helped develop the **What the Fallout campaign concept**, which became a campaign centerpiece. Contributed to a **global marketer playbook** and creator briefs used across regions.

Art Director @ ERGO

October 2017 - May 2021

Developed digital, print, email, video, and event creative for American Express, Amazon, Delta, and Marriott while **advancing from Junior Art Director to Art Director**. Worked across American Express B2B, consumer, travel, hotel, and card products, adapting established brand systems to different audiences and business needs. Designed a year-end B2B campaign that **increased engagement 46%**, helped redesign the Monthly Business eNewsletter reaching **2M+ card members**, and created video and event assets for the Citizens' Committee for Children Annual Benefit at MoMA for two consecutive years.

EDUCATION

Fashion Institute of Technology | New York, NY | BFA, Advertising Design | 2015-2017 | Minor: Creative Technology
Fashion Institute of Technology | New York, NY | AAS, Communication Design Foundation | 2013-2015

SKILLS

Creative + Strategy: Art Direction, Creative Direction, Concept Development, Creative Strategy, Integrated Campaigns, Social-First Creative, Social Media Strategy, Content Development, Brand Storytelling, Experiential Marketing, Influencer and Creator Marketing, New Business Pitches
Tools + Production: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Figma, Canva, Midjourney, Runway, ChatGPT, Generative AI and AI-Assisted Creative
Leadership + Collaboration: Client Presentations, Cross-Functional Collaboration, Junior Creative Mentorship, Creative Feedback, Creative Problem Solving, Pitching and Selling Ideas