

# kristy giballa machusko

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## experience

Arden Theatre Company, Philadelphia, PA      Dec 09 - present (Telecommuting from NC, June 2010 - present)  
*Non-profit theatre producing five plays for adults and two for children each year, serving over 100,000 patrons*

### Art Director

Manage a consistent brand throughout the organization  
Interface with executive management and board members to plan creative initiatives  
Design a compelling visual identity for seven unique plays each season, fitting within the company brand  
Co-create and execute the marketing plan - subscription, single ticket and group sales campaigns  
Strategize with a team to conceptualize original artwork, craft messaging and select media/distribution  
Creatively tackle design challenges and present solutions to both co-workers and outside partners  
Craft campaigns of print and digital elements that tailor the messaging and visual identities to the media used  
Design direct mail brochures and catalogues; signage; newspaper, magazine, and web advertisements  
Collaborate with development department to design annual fundraising campaigns, annual reports and galas  
Art direct photo shoots of plays, models for poster artwork and setup shots for promoting plays and actors  
Select best photographs from shoots of plays for institutional use and maintain an archive  
Responsible for the function, information architecture, daily updates and coding of the e-commerce website  
Design supplemental websites for individual plays, events and capital campaigns  
Oversee print vendors to ensure timely, high-quality print collateral is produced within budget  
Initiate research and analysis to gauge effectiveness of campaigns  
Manage 5-8 marketing support staff  
Effectively manage time and meet deadlines for multiple projects at once, while working remote from the office

### Design and Communication Manager

Sep 07 - Dec 09

Created 32-page stagebills for each production - sell ads, manage editorial content, design and produce  
Selected targeted mailing lists, coordinated with mailhouse, and managed post office mailing accounts  
Composed and edited copy for print and electronic communications  
Co-created an ongoing social media campaign and blog  
Created multimedia videos for viral marketing  
Designed and disseminated targeted email campaigns  
Created effective point-of-sale lobby signage and event displays  
Art directed professional photo shoots, photographed for events and print pieces as needed  
Built relationships with strategic local businesses and organizations to cross-promote each play  
Generated and analyzed sales reports from ticketing software and website analytics

The Philadelphia Orchestra Association, Philadelphia, PA

Jul 06 - Sep 07

*World-renowned organization of over 90 staff members managing both an Orchestra and POPS*

### Graphic Designer

Served the design needs of the marketing, education, public relations and development departments  
Designed newsletters, brochures, advertisements, event invitations, logos, signage, etc.  
Project managed each print project from concept to delivery  
Create direct mail pieces according to bulk and first class postage restrictions to minimize postage costs  
Managed the company print production schedule to ensure that projects met deadlines  
Maintain relationships with 10+ print houses to affordably create everything from billboards to brochures

Levlane Advertising Agency, Philadelphia, PA

Jan 07 - May 07

**Freelance Art Director** *Clients: Beneficial Savings Bank, Center City District, KFC*

## experience

Montgomery Publishing (Journal Register Company), Fort Washington, PA Jan 05 - Jan 06  
*Regional subsidiary owning 7 magazines, 16 weekly newspapers, and numerous supplemental publications*

### **Art Matters Magazine Advertising Designer**

Solely responsible for all visual and pre-production aspects of the monthly publication's ad content

#### **Advertising Department**

Worked efficiently in a fast-paced and deadline-driven environment  
Created print advertisements that effectively communicated the advertiser's message  
Collaborated with sales representatives to secure new advertisers

#### **Production Department**

Designed editorial copy layouts and covers for newspapers and magazines  
Color-corrected and manipulated photography  
Troubleshoot pre-press files to ensure timely release to the print house

#### **Pagination Department**

Decided page configurations and color breakdowns of weekly newspapers within press specifications  
Arranged ads in Page Director ALS according to editorial requirements and advertiser placement requests  
Communicated layout with publisher, advertising director, and editor of publications

### **Freelance Design**

May 02 - present

*Clients Include: The Mann Center, Fox Chase Cancer Center hospital network, and Transnet*

Design of logos, brochures, invitations, packaging, ads, posters, signage, Flash and HTML websites

## education

Pennsylvania State University, Shreyer Honors College, Graduated Cum Laude, Aug 03  
B.A. in Advertising, B.S. in Graphic Design and Photography, Minor in Architecture

## skills

Key skills include project management, driving deadlines, maximizing budget potential, problem solving, attention to detail, conceptual design, effective typography, creating visual brands, working in print and digital media, copywriting and content management, and teamwork

Adobe Photoshop, Illustrator, InDesign, Quark Xpress, PageMaker, Final Cut Pro, Page Director ALS  
Flash, Fireworks, HTML, CSS, JavaScript, Certified in Dreamweaver

Photography - chemical development, digital retouching, color correction, manipulation and printing

## awards and leadership

Appointed 2012 Board Secretary of Charlotte's Center for Prevention Services  
Elected to serve on the 2011 Board of Directors of Charlotte's Center for Prevention Services  
Member of the 2010 Technology Advisory Committee to the Arden Theatre Company Board  
Member of the 2009 Arden Theatre Company Apprentice Selection Committee  
Pennsylvania State University, Shreyer Honors College Academic Scholarship

## portfolio

[kristygiballa.com](http://kristygiballa.com)