PHIL VENTRELLO

CREATIVE DIRECTION
BRAND STRATEGY
DIGITAL ILLUSTRATION

Creative leader, brand strategist and hands-on designer with 20+ years in advertising and 15+ years of founder-level experience. Combines brand development, consumer product experience and creative team leadership with hands-on work across print, digital, video and illustration. Uses AI-assisted workflows to support creative development and production efficiency.

CORE CAPABILITIES

Creative Direction and Leadership
Multi-Channel Media Production
Campaign Strategy and Execution
Graphic Design
Brand Development and Identity Systems
Digital Illustration
Production and Vendor Management

CREATIVE SOFTWARE & TOOLS

Highly proficient using Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro) plus ChatGPT, Midjourney, Topaz

Additional experience using Base44, HeyGen, SuperGrok, Google Flow and Google Gemini

EDUCATION

1987 – BFA, Communication Graphics
Edinboro University of Pennsylvania

CONTACT

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philipventrello@gmail.com

PORTFOLIO

www.ventrellocreative.pro

PROFESSIONAL EXPERIENCE

FOUNDER / CREATIVE DIRECTOR / SENIOR DESIGNER

Sanctus Enterprises LLC — Erie, PA — since 2009

- Lead creative direction, branding, design and campaign strategy for client and owned-brand projects across print, digital and video.
- Create digital artwork for e-commerce and direct-to-print merchandise platforms, including SkinIt.com, DecalGirl.com and Zazzle.com.
- Integrate AI tools to support concept development and production efficiency.

MUNIO Self Defense — Erie, PA - Owned Brand of Sanctus Enterprises LLC — since 2014

- Lead brand and product development from concept and patenting through production, market launch and continued growth.
- Create brand identity, product design, digital artwork, photography, packaging and marketing assets.
- Supervise internal staff and manage sourcing, vendors, and certified instructor and distributor relationships.
- Develop audience targeting and brand positioning strategies.
- Manage the brand's Amazon presence and adapt to changing platform requirements.

ART DIRECTOR / SENIOR DESIGNER

Sooy & Company — Elyria, OH — 2007 to 2009

- Led brand and marketing initiatives primarily for higher education, music, technology and regional development clients.
- Managed concept development, design execution, team direction, photography direction, project coordination and production.
- Developed creative for print materials, identity systems, displays, direct mail, packaging and ad campaigns, and provided website design direction.

ART DIRECTOR / SENIOR DESIGNER

Core Creative, Inc. — Erie, PA — 1998 to 2007

- Supervised designers, writers and production staff, assigning work, providing creative direction and feedback, and managing project deadlines.
- Designed and directed creative projects for higher education, healthcare, sporting goods, lawn and garden, industrial and retail clients.
- Directed outside photographers, videographers and print vendors, including on-location creative oversight and press checks to maintain production quality.

ART DIRECTOR / DESIGNER

Donn Advertising — Erie, PA — 1989 to 1998

- Advanced from Graphic Designer to Art Director, leading creative development, design execution and photo shoots for corporate, industrial, technology and healthcare clients.
- Supervised creative and production staff, assigning projects, reviewing work and managing deadlines.
- Adopted emerging digital art software and techniques early in their development.