PHIL VENTRELLO

CREATIVE DIRECTION
BRAND STRATEGY
DIGITAL ILLUSTRATION

Experienced visual leader, strategist, and hands-on designer with a background spanning advertising, marketing, consumer product branding, digital illustration, print, video, and AI-assisted workflows. Brings 15+ years of founder-level experience and 20+ years in advertising to agencies and client-focused teams, with a focus on developing clear, effective work that supports each client's goals.

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

PRIMARY TOOLS and TECHNOLOGY

Adobe Photoshop, Illustrator, InDesign, Premiere Pro and Figma. Mac-based.

AI systems: Midjourney, ChatGPT, HeyGen, SuperGrok, Google Gemini, Topaz

EDUCATION

1987 – BFA, Communication Graphics
Edinboro University of Pennsylvania

CONTACT

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philipventrello@gmail.com

PORTFOLIO

www.ventrellocreative.pro

PROFESSIONAL EXPERIENCE

FOUNDER AND CREATIVE DIRECTOR

Sanctus Enterprises LLC — Erie, PA — since 2009

- *Lead and execute full-service creative direction, design, branding, campaign strategy, and marketing execution for client and owned-brand projects*
- *Create digital artwork for e-commerce and direct-to-print merchandise platforms including SkinIt.com, DecalGirl.com, Zazzle.com, Redbubble.com, Society6.com, SaatchiArt.com, and CARD.com, using Adobe Creative Suite and AI tools*
- *Develop brand identity systems, product visuals, print campaigns, digital media assets, social media video content, and marketing materials across multiple industries*
- *Evaluate and integrate AI tools to improve creative flow, concept development, and production efficiency*

MUNIO Self Defense — Owned Brand of Sanctus Enterprises LLC — since 2014

- *Lead end-to-end brand development from concept and patenting through market launch and continued brand growth*
- *Create all brand assets including identity, product design, artwork, photography, and packaging for 40+ product SKUs*
- *Manage full product life cycle from concept through production*
- *Operate successfully within and adapt to Amazon's volatile, algorithm-driven, restriction-heavy environment for 12+ years*
- *Manage product development, vendor sourcing, production, instructor relationships, and distribution relationships*
- *Develop audience targeting and brand positioning strategies*
- *Produce marketing assets supporting brand growth and customer engagement*

ART DIRECTOR / SENIOR DESIGNER

Sooy & Company — Elyria, OH — 2007 to 2009

- *Led creative development for client campaigns across print and digital media with an emphasis on higher education, technology and regional development*
- *Collaborated with teams to execute cohesive brand and marketing strategy and initiatives*

ART DIRECTOR

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

- *Directed creative projects across diverse industries including healthcare, higher education, sporting goods, industrial and retail clients*
- *Developed campaigns spanning print, advertising and digital platforms*

ART DIRECTOR / DESIGNER

Donn Advertising — Erie, PA — 1989 to 1998

- *Progressed from Designer to Art Director, leading creative development for primarily industrial and health care clients*