

maria delton

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professional summary

An Art Director that leverages artistic talent, consumer insights, and strategic vision to deliver outstanding visual content in all media.

experience

Independent Creative 2001 - present

Administering to a wide range of clients; scope includes spearheading complete re-branding efforts across multiple media platforms, working directly with clients to develop strategic advertising campaigns, designing new logos, working within budget, guiding the production phase of a creative concepts and following up to gauge success.

highlights

- Single-handedly re-branding an international manufacturing company (Lapmaster International) coordinating the effort with their offices in the U.S., England, Germany, India, and China.
- Re-branded three, separate private Montessori schools (Ronald Knox Montessori, Rogers Park Montessori, and Brickton Montessori) to update their image and better resonate with their current and prospective families, driving enrollment and retention.
- Created surprisingly dynamic websites for membership-based organizations that utilize the web-based software, Wild Apricot.

Freelance Art Director 2000 — 2001

Agencies: FCB Direct, Young & Rubicam

- Worked with Client Service and Group Creative Directors to develop new designs for direct mail and promotional elements.
- Created fresh campaigns for B2B efforts.

Leo Burnett, Chicago Associate Creative Director 1990 — 2000

- Worked as part of a team to discover meaningful consumer insights, maintain brand identity, and create breakthrough advertising utilizing everything from pen and ink to state-of-the-art technology.

highlights

- Filming the first “man-on-the-street” price commercials for McDonalds.
- Being the first to use “morph” technology for a Miller Lite commercial, directed by James Cameron
- Selling Kellogg’s their very first websites for Corn Pops, Apple Jacks and Rice Krispies

Leo Burnett, Italia Account Executive 1987 — 1990

- Liaison between local agency and both in-country and international clients.
- Responsible for bi-lingual presentation—and selling—of all creative to local clients.

skills

- Arresting design concepts
- Insightful and strategy-driven creative
- Ability to scale creative concepts to all media
- Full-cycle project management
- Resourceful budget adherence
- Enthusiastic collaborator
- Early adapter
- Adobe Creative Suite
- Power Point
- HTML/CSS
- Wild Apricot Software
- Watercolorist
- Fluent in Italian

awards

PRINT Regional Design Annual 2006

Brickton Montessori School Annual Benefit Promotion

Mobius

Miller Lite “Stylin” commercial

Featured in *US Ad Review*

Pillsbury “Big Cookie” print ad

Featured in *Agency*

Magazine First interactive websites for Kellogg’s

Featured in *Art Direction*

New animation for Kellogg’s Rice Krispies cereal

Northwestern University

Graduate Painting Competition Won as an undergraduate

education

Northwestern University

Evanston, IL

Bachelor Of Arts