

Edward Faralli

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Detailed design professional with 28 years of experience across print and digital platforms, I've had the privilege of delivering impactful creative solutions for industries spanning Corporate Retail, Advertising Agencies, B2B enterprises, and Government Agencies. My expertise lies in fostering cross-collaboration to achieve business goals—unlocking design challenges, streamlining processes, and boosting team productivity. I'm passionate about crafting compelling marketing narratives through thoughtful concepts and impactful design.

Experience

JULY 2008 – MAY 2025

Creative Manager / Digital Design & Production | Joann Fabrics & Crafts | Hudson, Ohio

- **Contributed to 10%+ YoY growth in online sales**, including an 11.5% revenue increase in FY2024 through design-driven strategy and data-informed decisions
- **Managed 2M annual budgets, achieving 300K in cost savings** via strategic planning and resource efficiency
- **Reorganized team workflow** after downsizing from 8 to 6 staff, sustaining high output and preventing burnout through smart process optimization
- **Directed & supported production of 1,000+ email campaigns annually**, ensuring brand consistency and quality across digital platforms
- **Spearheaded deployment of digital assets** (emails, homepages, landing pages) using ESP and CMS platforms, managing schedules and launches
- **Developed wireframes for homepage and email layouts** that aligned UX, brand identity, and business goals
- **Collaborated across cross-functional teams** to deliver seamless, user-centric digital experiences
- **Translated strategic goals into compelling visual presentations**, supporting brand storytelling across channels
- **Leveraged analytics to guide design decisions**, boosting engagement and conversion
- **Introduced smart process solutions** that improved operational efficiency and team communication
- **Expert in responsive design**, wireframing, creative direction, vendor partnerships, and budget oversight
- **Provided hands-on design support** using Adobe Creative Suite, mentoring team members and elevating visual quality across digital channels

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MARCH 1998 – JULY 2008

Lead Concept & Production Designer | The David Group | Cleveland, Ohio

- **Delivered strategic, creative solutions** that resonated with target audiences and reinforced brand messaging across diverse channels
- **Created high-impact marketing assets**, including brochures, social media graphics, and campaign visuals that strengthened brand identity
- **Adapted to real-time client changes** with efficiency and precision, consistently upholding design quality and brand consistency
- **Led brainstorming sessions** that sparked innovative design concepts and energized team creativity
- **Collaborated with Creative Director and Account Managers** to achieve client goals in a fast-paced, deadline-driven environment
- **Partnered cross-functionally** to execute design projects aligned with client objectives and organizational strategy
- **Fostered collaboration and fresh thinking**, shaping compelling and visually engaging marketing materials

APRIL 1996 – JULY 1998

Art Director | Business News Publishing – Solon, Ohio

- **Directed visual strategy for two B2B magazines**, aligning editorial tone with advertising goals and industry expectations
- **Led redesign initiatives that modernized legacy layouts**, introducing typographic systems and grid structures to enhance clarity and brand identity
- **Oversaw production workflow and vendor communication**, managing prepress operations, press checks, and vendor negotiations to ensure quality and cost-efficiency
- **Collaborated with editors, photographers, and illustrators** to craft emotionally resonant covers and spreads that elevated technical content
- **Developed style guides and visual templates** to streamline production and ensure consistency across departments

Skills

Creative & Photo Direction • Type Design • Animation • Coaching & Development • Project Management • Process Development • Teamwork & Collaboration • Operating/Balancing Budgets

Education

Bachelor of Arts Advertising Design | Columbus Collage of Art & Design | Columbus, OH