

# 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

- **Reorganized team workflow after downsizing from 8 to 6 staff**, maintaining high output levels and preventing burnout through process optimization
- **Managed \$1M–\$2M annual budgets**, delivering \$100K–\$300K in annual cost savings through strategic planning and resource efficiency
- **Directed production of 1,000+ email campaigns annually**, ensuring brand consistency and quality across digital platforms
- **Contributed to 10%+ YoY growth in online sales**, including an 11.5% revenue increase in FY2024 through design-driven strategy
- **Spearheaded deployment of digital assets** (emails, homepages, landing pages) using ESP and CMS platforms to manage 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
- **Leveraged data analytics** to drive design decisions and boost 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**
- **Translated strategic goals into compelling visual presentations**, supporting brand storytelling across channels

### 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

## 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