

HOLLY CHECCHIA

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CREATIVE DIRECTOR | COMMUNICATIONS | DIGITAL MARKETING | PRODUCT DEVELOPMENT

Digital marketing professional with a background in design and a passion for user experience. Extensive experience envisioning, creating, and launching powerful programs for clients ranging from global leaders to small start-ups. Passionate, personable, creative, and collaborative, skilled at building long-term profitable relationships with clients and internal teams.

ACCOMPLISHMENTS

- Effectively transitioned project management technology reducing yearly costs by \$30K.
- Developed and oversaw email campaigns, that yielded results 2X greater than industry standard.
- Increased LinkedIn activity and performance with +15.5% in growth.
- Designed and developed an e-health interactive learning platform from start to finish while managing design, UX, content, behavior change methodology, as well as interactive and engagement capabilities.

AREAS OF EXPERTISE

Project Management | Branding and Identity | Product Development | Communications | Digital Marketing | Social Media Marketing | Email Marketing Campaigns | CMS | B2B | B2C | Mobile and Web Design | UX Design | Content Strategy | Analytics | Cross-Functional Teams | Collaboration | Budgeting | Adobe Creative Suite | Qualtrics | Sketch | Workfront | Workamajig | AEM | Strong Written and Oral Communication Skills

WORK EXPERIENCE

Aetna, CVS Health, Hartford, CT

July 2014 – Present

Senior Manager, Business Communications

June 2019 – Present

- Manage marketing communication initiatives and product development for the government segment within Aetna International to meet business objectives while maintaining brand vision.
- Responsible for the management of the creative team consisting of designers and strategic content writers.
- Liaison between product and creative to maintain deadlines, communication, and advance business priorities.
- Assign creative briefs to designers and copywriters, ensuring direction and focus before initiating.
- Establish, timelines, delegate duties, and follow-up with all parties regarding project delivery.
- Safeguard brand quality by collaborating with legal, accessibility, brand teams, and senior directors.
- Manage process refinement to facilitate workflows and ensure timely, accurate development of creative materials and project management of current projects.
- Manage marketing budgets, external vendors, and strategic planning.
- Develop analytical survey, compile data for completed projects, and manage social media platforms.

Creative and Design Manager

February 2018 – June 2019

- Responsible for managing innovative communication strategies/projects for new and existing customer accounts.
- Developed and delivered communication strategies that contributed to the agency's multi-million-dollar revenue goals.
- Led ideation and strategy sessions with clients to develop creative solutions within their budget.
- Prepared and presented recommended communication strategies, proposals, and price estimates for print, digital, web, and multi-media from design through development.
- Worked closely with clients, accounts, and creative to identify criteria to measure project effectiveness.
- Developed project schedule, creative direction, and reviewed/edited copy to align with client's expectations.
- Served as the client point-person for all communication needs resulting in repeat and referral business.
- Coordinated with legal, QCC, senior management, and governance processes to ensure compliance.

Digital Creative Director, UX

July 2014 – February 2018

- Provided end-to-end creative direction, branding leadership, and project management for interactive wellness learning platform and programs at ActiveHealth Management, a subsidiary of Aetna.
- Managed content management system (CMS) ensuring content and design accuracy and consistency on all platforms: mobile app, online wellness group coaching, and health events.
- Performed constant design refinement of all content and new applications for interactive and engagement capabilities. Art direction for wellness solution program materials included flyers, presentations, and email design.
- Contributed to launch of entirely new e-service wellness platform; accomplished in under six months.
- Incorporated hundreds of wellness-focused actives organized into 50+ categories. Support continued to increase engagement while adding new resources and content.
- Expanded role from original mandate encompassing UX for wellness platform to include CMS and mobile app content and design.
- Led UI/UX process through design discovery, information architecture, and wire-framing.
- Oversaw freelance designers from the US and India; they created deliverables meeting client deadlines.

teamDigital Promotions, Bethel, CT

April 2014 – July 2014

Senior Art Director

- Provided art direction, design, and brand development for some of the world's leading brands; they included MasterCard, xfinity, NBA, Comcast, WB Mason, and Boxtrolls.
- Conceptualized and executed interactive and digital campaigns from concept to digital platform, campaign decks, and agency pitches.

eWayDirect, Southport, CT

February 2010 – January 2014

Interactive Art Director

- Directed and implemented a broad range of revenue-generating design concepts and projects. Led the art direction and execution of creative client needs.
- Oversaw the design and front-end development of creative projects, including HTML email campaigns, banner ads, landing pages, websites, custom branded social medial websites, and companies' micro-sites.
- Worked with a variety of top-tier clients, including Swatch, Tissot, Omega, Alex and Ani, 1-800-PetMeds, Lancôme, and others. Drove 15.5% click-to-open rate (CTO) improvement for Omega.

Hunter Design Studio, Newtown, CT

January 2008 – July 2014

Creative Director & Owner

- Owned and operated a full-service studio providing a variety of services. Specialized in brand development, graphic design, web design and development, marketing, advertising, and photography services.
- Collaborated with clients to create vision and conceive designs for over 15 websites and 40 logo designs.

EDUCATION

Quinnipiac University, Hamden, CT

Master of Science, Interactive Media and Communications

Southern New Hampshire University, Manchester, NH

Bachelor of Arts, Graphic Design and Media Arts

Connecticut Institute of Art, Greenwich, CT

Diploma: Commercial and Fine Arts