

BRIDGET BANTA

CREATIVE COMEBACK NYC24'

TOP 3 Campaign Winner
for Diageo Smirnoff Pitch

VOLUNTEER WORK

Girls Inc.
Windward School
Boys & Girls Club
CYSC Youth Soccer Coach

SYRACUSE UNIVERSITY

B.A. of Fine Arts
Advertising Design
Magna Cum Laudé
NCAA DI Swimming & Diving



BRIDGETBANTA.COM

508.868.0107

2017-2022: BAR CODE DIRECT

Director of Brand and Marketing

Wore many hats for this B to B tech company, and helped shepherd it through a private equity acquisition. Redesigned the corporate identity and website, managed SEO and analytics, conceived and produced video and static content for all social channels, generated and tracked leads through HubSpot, worked with partners at Motorola, Zebra and Honeywell to distribute MDF funds on behalf of clients such as Amazon, CVS, LL Bean, and more. Created sales promotional materials including case studies, white papers, trade show graphics, collateral and PowerPoints. Developed client-facing transitional materials post acquisition including website development, logos, sales meeting graphics, print ads, social post and email campaigns.

2006-2024 FREELANCE/PEA BEE PRESS

Created print, TV, digital, social, collateral and brand identity at Sterling Rice Group, Suple Advertising, Brand Content, PJA, Stride Rite, Hill Holiday, Mullen, Bar Code Direct, Peak Technologies, Regan Technologies, Isabel Harvey, Bentley Jane. Designed & letterpress printed custom wedding invitations.

CRISPIN, PORTER, BOGUSKY, CO

Studio

Prepped and released final files for production for VW, Burger King, Shimano, Miller Lite, Method, and New Business. Designed logos, presentations & supported Creative Directors.

McCANN ERICKSON, MI

Art Director

Clients included: GM, Buick, Detroit Medical Center
Worked with Momentum -Tiger Woods

ALLEN & GERRISTON, MA

Art Director

Clients included: Azek, Boston Scientific, New England Baptist Hospital, Celtics

MINTZ & HOKE, CT

Art Director

Clients included: Sirkorsky, Webster Five, Mohegan Sun, Pratt & Whitney, Mass Mutual, Quinnipiac University

DONOVAN GROUP, MA

Art Director

Clients included: Brine Lacrosse & Soccer, RSA Security, Loomis Sayles, Fidelity

VEDUCCIO & PARTNERS, MA

Jr. Art Director

First job out of college. Clients included: Hanover Mall, Salem Five Bank, Wequasset Resort

Proficient in Adobe Illustrator, Photoshop, AdobeXpress, Indesign, Acrobat & Keynote, Adobe Ai, Firefly, Midjourney, Wordpress, Powerpoint, Microsoft Teams, Sharepoint, Active Campaign, Hubspot, Google Slides, Google Analytics, CapCut