



Tanya K. Mangone

Senior Creative | Creative Circle

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SUMMARY

I am an award-winning, deeply-driven, strategic, big ideas creative with over a decade of experience in B2B, health, fintech, B2C and cultural institutions. I excel at thinking strategically while bringing brands and creative to life. I firmly believe in removing ego from the creative process, with a conviction that collaborative input is invaluable for producing the best, most impactful result. I bring a strong sense of ownership and an approachable leadership style to the table.

PROFESSIONAL EXPERIENCE

Senior Art Director USA | Earnzt

New York, NY

April 2023 — Present

Earnzt is an award-winning global B2B marketing agency. I joined the Earnzt U.S. team in its infancy to begin building out their creative offering in the US market. With an established client base and noteworthy creative in the UK, Earnzt brought me on to work with clients such as CO-OP Solutions, Fujifilm, Vodafone, and Trust Pilot. I helped Earnzt deepen the trust they have with their US clients, produced beautiful creative and helped win several pitches.

- Own and lead breakthrough content design, conveying complex information and concepts to users in simple, compelling, and consistent ways in collaboration with senior copywriters and strategists.
- Lead creative presentations and war-room meetings with client-side executive leadership to foster trusting relationships, prioritizing client strategic goals, and empowering the agency account team to further the relationship.
- Drive creative development for new business presentations; leveraged industry knowledge and experience to help develop client specific strategic plans for new business presentations.
- Direct and execute design for the first award-winning US campaign for Fujifilm.
- Hired as first U.S. based creative to spearhead the formation of the creative team in the US market, initiated formulating processes for team building and quality assurance.

Lead Art Director USA | Stein IAS

New York, NY

May 2016 — April 2023

During my 7 years at Stein IAS, I advanced from an Art Director to a Sr. Creative and became the Lead Art Director of Stein IAS offices world-wide. Responsible for the overall level of quality of creative produced — designing, developing concepts, managing designers and projects across three offices and mentoring several junior creatives all with different areas of expertise.

- Launched and created impactful and award-winning brands, campaigns and content for blue-chip clients, including Boeing, Merck, Lexmark, UL, Brother Weight Watchers, Oracle, ETS, Ingredient, Paper and Packaging Board and more:
 - The 'Expect the Extraordinary' campaign for Merck's Bravecto brand resulted in it being the leading choice for cat flea and tick protection in Europe. This initiative catapulted the Bravecto brand to the #1 rank in the region, and third in the global ecto-parasite market. With emotive photography and strategic marketing efforts, we not only met but exceeded Merck's financial goals, achieving them 2-3 years ahead of the planned timeline. [view in my portfolio](#)
- Led 360* advertising campaign development - from ideation to supporting materials with successful and unique creative concepts, at both brand and tactical levels— individually and as part of a larger team across multiple media, including interactive design, digital experiences, video, animation, illustration, print, outdoor, social, mobile, direct mail and ABM.
- Created and developed brand identities from ideation of the brand strategy, to design to production of brand style guides, creating functional, flexible design guides— systematizing and defining the brand to be simply implemented, embraced and adhered to in all executions.
- Mentored, managed and supervised junior creatives — helping to advance skills and career paths. Conduct personal development goals and planning, led quarterly reviews. Oversaw recruitment of new designers and art directors.
- Strong organization and project management skills—developed timelines, delegated resources, managed priorities and

EXPERIENCE *Continued*

tight workflows with a 10+ person team managing multiple projects concurrently working with Project Manager.

- Directed onsite photoshoots and video shoots — from concepting to casting, styling, wardrobe, hair/makeup and scenario brainstorming to retouching. Recommending, researching, and developing photography to support creative strategy.
- Developed new business presentations and concepts for prospective clients — 85% pitch rate success.
- Facilitated cross-collaboration brainstorming sessions and discussions to generate fresh and innovative brand and tactical-level engagements in new media for clients based on creative briefs.
- Led agency creative communication and presentations with client-side C-suite executive to present ideas, establish rapport, and prioritize client strategic goals in an organized, professional and effective manner.
- Worked cross-functionally on both digital marketing and digital advertising campaigns with programmers, developers, engineering and production teams embracing a collaborative approach.
- Worked collaboratively with integrated teams including strategists, comms planning, copy and project management to create visually striking, verbally resonant, and strategically sound advertising, while remaining true to market research and customer trends.

Art Director | Tronvig Group

New York, NY

September 2011 — May 2016

During my 5 years at Tronvig Group I was an integral part of both the strategic and creative teams, helping to develop the unique Tronvig Group Brand Diagnostic Process. My talent lies in the synthesis of ideas and turning insightful strategy into beautiful creative across all medium's digital media, print advertising, and outdoor.

- Directly impacted, met and significantly surpassed client goals through comprehensive creative campaigns:
 - 100% increase in The Bronx Museum of Arts attendance through "Free Art" Campaign in 2012
 - Achieved the highest attendance recorded for any show in NMWA's history, at 242% above the institutional average for special exhibitions. 67% of visitors specifically cited the advertising as reason for going.
- Developed creative solutions for brand and marketing strategies based on qualitative and quantitative market research.
- Developed, presented, executed and implemented creative concepts with a team; print, digital and outdoor advertising—based on strategic summary and qualitative target audience research.
- Led creative process and manage a team from inception through installation, including pitches, communicating with vendors, and assessing proposals and estimates.
- Travel throughout U.S. to clients on-location to participate and assist in strategic planning and company brand development workshop sessions, analyzing and synthesizing big picture problems in real-time.

Freelance Sr Art Director & Designer | Chatterboss

New York, NY

December 2022 — Present

Chatterboss is a one-of-a-kind white glove virtual assistant platform. I joined the in-house marketing team to help bring the brand to life across various touchpoints. During my time with Chatterboss, I've worked directly with the CMO to establish a notable brand presence across industry events, tradeshow, print media, social media and web design while evolving the brand to align with their distinct thought partnership positioning.

- Drove creative initiatives from ideation to print, resulting in double the number of new clients and over 900 warm leads (over half YTD), directly attributed to an impactful trade-show presence and distinct UTM strategies in print and web materials.
- Skilled in producing impactful and beautiful creative under tight deadlines, while maintaining budget constraints



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EXPERIENCE *Continued*

and sourcing quality, affordable production partners, whether big-name or local.

- Worked directly with CEO and CMO, both collaboratively and taking direction — as well as directing junior designers after being briefed.
- Crafted brand guidelines based on an existing brand and ensured consistent implementation across diverse mediums, such as trade-show booths, printed marketing materials (one-pagers, postcards, sales sheets, competitor comparison charts), print ads (e.g., Entrepreneur Magazine), web design, social ads, and high-visibility digital billboard ads (Times Square).
- Provided guidance on website design, print and digital content, and user experience (UX), collaborated with CMO to swiftly address issues with an external agency's work. I offered efficient content and design suggestions that are currently being implemented, resolving a problem in hours that took the agency two months and didn't deliver.

Creative Director Digital | Muse Intermedia

New York, NY

December 2014 — March 2020

- Increased visibility, visitation and time spent on websites by users to expand digital footprint of non-profit organizations and small businesses such as Center for Social Inclusion, World Science Festival, Sepsis Alliance, MyVacaya
 - World Science Festival, an annual science festival with an attendance of over 2 million — needed a way to connect with their audience before and after the festival. Not only did the design win a Webby — but it has exceeded industry standard metrics since launch.
 - MyVacaya, a company offering a new approach to LGBT+ travel needed a website as inclusive, bright and magical as their audience. We designed a site that met all their needs and helped them make a real connection in the LGBT+ community—with over 2.5M visitors within the first year.
- Lead designer and account executive on creative projects
- Principal contact for client communications and meetings from initial web design through web development, along with vendor communications.

EDUCATION

Bachelor of Arts Degree

University of Vermont, Burlington, Vermont
May 2011 | Major: Digital Art

Bachelor of Science in Business

University of Vermont, Burlington, Vermont
May 2011 | Concentration in Marketing

AWARDS

Invited to Judge Global Ace Awards 2021

Global Ace Awards | 2023

B2 Awards | 2019, 2021, 2022, 2023

The Drum Awards | 2018, 2020, 2022, 2023

Elevation Award | 2022, 2023

Webby Award | 2018

Interactive Media Awards | 2018

Gold Muse Creative Awards | 2017

American Alliance of Museums | 2016

SKILLS

Proficient in Adobe Creative Suite (Photoshop, Illustrator, Indesign, Xd, Dimension) and Figma, Familiar with Sketch and After Effects

Expert in composition, information hierarchy, color theory and typography

Proficient in Microsoft Office including – Outlook, Teams, Powerpoint, Word

Detail oriented and organized

Professional Mac OS user

Seasoned in web and print accessibility, following Web Content Accessibility Guidelines (WCAG)

Fluent in Russian, Conversational French & Spanish

Goal oriented & self-motivated, works independently to meet deadlines

Strategic thinker — strong problem-solving and analytical skills

Strong conceiving, storyboarding, ideation and story-telling

Committed to team environment dynamics with the ability to contribute expertise and ability to take direction well at appropriate times

Excellent leadership & managerial skills — confidently work well under pressure in fast-paced collaborative environment giving constructive feedback