

# ANDREA VENEZIA

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## SKILLS

Extensive  
CSS & HTML

User Experience  
Design

User Interface  
Design

Javascript  
Functionality

Adobe  
Creative Suite

A/B Testing

SEO

E-commerce  
Design

## WEBWARE

Wordpress

Google Analytics

SailThru

ShopSense

min Awards  
Online Feature  
2014 Finalist

## EXPERIENCE

### HOLLYWOODLIFE.COM, PENSKE MEDIA

Creative Director

May 2010- Present

- Design, create, code, and implement all the creative aspects of HollywoodLife for the last 5 years, including three major re-designs
- Integrating new software to enhance product development and branding
- Working collaboratively with company executives on ad sales strategies
- Testing and executing key changes to enhance HollywoodLife's user experience, wherein the latest design drastically decreased user bounce rate, page load time, and increased click-through rate
- Implementation of revenue share programs such as ShopSense, Taboola, and Joyus
- Leading daily management of the photo department and training of new hires
- Maintaining daily upkeep and design of HollywoodLife, and its microsites: HollyBaby, and Fashion and Beauty, contributing to the growth of the site from 1 million to 36 million unique visitors per month
- Liaison between Editor-in-Chief, Bonnie Fuller and product team in daily meetings in conceptualizing upcoming creative visions for site development
- Directed and conceptualized the development of the video department which gets 514,000 Youtube subscribers and 300,000 to 24 million views during my time at HL
- Designed co-branded, integrated sales campaigns units for clients such as Crystal Light, JCPenney, Sally Hansen, and John Frieda

### FREELANCE WEB DESIGN CONSULTANT

May 2009- Present

- Building and designing websites for small businesses and entrepreneurs
- Revamping brand identity for companies seeking to shift their target market
- Working collaboratively with client's existing developers to implement creative changes in existing site design
- Leading development team of Realfest.com in designing and implementing a new and improved site for users

### REHAGE ENTERTAINMENT

Design Apprenticeship

May 2008 – August 2008

- Studied under a senior designer to help create and maintain digital branding for the 2008 Voodoo Music Festival, 2008 Avon Walk For Breast Cancer, and The 2008 Essence Music Festival
- Assisted with maintenance of the official festival websites and brand promotions across all relevant social media platforms

## EDUCATION

LOYOLA UNIVERSITY OF NEW ORLEANS

May 2009

Degree: Bachelor of Science  
Music Industry Studies

FORDHAM UNIVERSITY

Fall 2005