

CARSON FULCI

PERSONAL

Name

Carson Fulci

Address

123 Anywhere Avenue
Tampa, FL 54321

Phone number

123-456-7890

Email

exampleresume@cvmaker.com

Creative director with a track record for championing innovative design solutions that anticipate and integrate consumer trends while creating unique and captivating. Well-versed in applying and creating new ideas to increase the effectiveness of marketing. Excellent communicator and decisive leader who meets nuanced client needs and guides diverse teams. Recognized for leading high-visibility revenue-driving creatives while delivering holistic experiential marketing platforms.

WORK EXPERIENCE

Creative Director

Apr 2018 - Jul 2023

Hybrid Media, Tampa, FL

- Ideated, managed, and launched several major digital projects for 20+ clients across the country.
- Designed landing pages, websites, print materials, multimedia presentations, and advertising collateral.
- Overhauled existing client websites with modern design, API integrations, responsive frameworks, search engine optimization, lead generation features, and branding consistency.
- Improved online conversion rate for clients by 45% using intelligent user interface design.
- Collaborated directly with clients to ensure proper deployment of project deliverables and maintenance.

Marketing Manager

Feb 2016 - Apr 2018

ABC Media, Minneapolis, MN

- Managed daily activities with press, PR, and marketing communication agencies.
- Developed a marketing team to deliver on objectives and implement strategy.
- Carried out effective intelligence and research into competitor products and other trends.
- Designed, implemented, and facilitated an effective national and local marketing strategy.

EDUCATION AND QUALIFICATIONS

Project Management Professional

Project Management Institute

SEO Essentials Certificate

Digital Vidya Institute

SKILLS

Business design	● ● ● ● ●
Visual storytelling	● ● ● ● ●
Client relationship management	● ● ● ● ●
Project coordination	● ● ● ● ●
Strategy development	● ● ● ● ●
Project management	● ● ● ● ●
Video and audio editing	● ● ● ● ●
Graphic design	● ● ● ● ●