

# TERESA MANDALA

(816)582-5127 • teresa@belladesignskc.com • www.BellaDesignsKC.com

## **Professional Summary:**

A seasoned agency creative with over 11 years experience in designing and implementing innovative and successful advertising campaigns and strategies for a variety of clients.

## **Qualifications Profile:**

- Passionate and inventive creator of innovative marketing strategies and campaigns
- Recognized leader with well-developed written and verbal communication abilities
- Well versed in branding, brand management, multimedia, marketing, print and web design
- Exceptional collaborative and interpersonal skills
- Highly skilled in client and vendor relations and negotiations
- Talented at building and maintaining win-win partnerships
- Deadline-driven projects consistently delivered on-time and on-budget

## **Creative experience in the following:**

### **Print:**

Identity/branding, collateral, brochures, sale sheets, newsletters, magazines, catalogs, ads, outdoor boards, banners, direct mail, posters, cd covers, invitations, etc.

### **Multimedia:**

Television graphics, video graphics, presentations, targeted e-mail campaigns, websites, microsites, web ads, animated web banners

### **Marketing & Promotional:**

P.O.P. campaigns, guerilla marketing and various promotional materials

### **Management Experience:**

- Motivates and lead creative team to be results driven
- Management philosophy – Understand, nurture and maximize individual and team strengths to exceed client or project expectations
- Hands-on project manager

### **Technical Proficiency:**

PC and Mac

### **Software Expertise:**

(CS5) Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Dreamweaver, HTML, CSS, Fireworks, Flash, Quark Xpress, and Keynote

## **Professional Experience:**

### **Creative Director**

**Bella Designs – Shawnee, KS**

**2008-Present**

A proven ability to provide hard-hitting, award winning designs to a variety of clients nationally using print, multi-media and web. Specific skills include:

- Developing strong effective branding and handling brand management
- Strategically planning clients' advertising/marketing direction
- Consistently meet budget and deadline to clients' satisfaction
- Maintain concept integrity while directing and motivating creative teams of designers, illustrators and photographers
- Creating strong sale pitches and client presentations while taking an active role in new business efforts
- Build and maintain relationships with effective communication of project goals with client and creative teams

### **Senior Art Director**

**Fasone & Partners – Kansas City, MO**

**1999-2008**

- Efficiently managed and coordinated design from concept through completion.
- Built dynamic relationships with clients to create advertising vision, concept and designs
- Develop brand-driven creative
- Consistently met time and budget deadlines and requirements
- Effectively built, motivated, and directed design and production teams
- Coordinated efforts of freelance designers, photographers, illustrators, consultants and vendors
- Created and conducted highly persuasive sales and marketing presentations
- Taking an active role in new business pitches

### **Education:**

Bachelor of Art and Design

Kansas City Art Institute Kansas City, MO

### **Personal Accomplishments:**

Winner of two BMA Fountain Awards

Numerous Gallery Shows – Cross Roads Art District

Johnson County Juried Art Exhibition

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## Testimonials

**"I have worked with Teresa on multiple projects and I feel confident recommending her because she listens to what you need and delivers above expectations. She is great at communicating to make sure everyone stays within time deadlines and project costs. She is detailed oriented, talented, and professional!"**

*Kelly O'Hagan*

*Marketing Manager at Overland Park Convention Center*

**"Teresa continues to bring creativity to our online training development projects. She easily captures the look and feel our clients are looking for. And she tirelessly searches for graphic elements to support our objectives."**

*Connie Swartz*

*Owner of Creative Courseware*

**"I have used Teresa for design work for our corporate client-facing publication. She has delivered very good results, responds to requests instantly and is understanding of our business objectives. I would highly recommend her."**

*Gordon Heft*

*Senior Manager at Black & Veatch*

**"I worked with Teresa for several years at our agency Fasone & Partners. Teresa is a creative dynamo. Her thinking is fresh - cutting edge -on time and on budget! A pleasure to work with."**

*Kathleen Fasone*

*Partner at Fasone & Partners, Inc.*

**"I've worked with Teresa as a photographer for many years on a multiple of projects. She is very professional, has great communication skills and a great eye for composition. It's a always a pleasure working with her."**

*David Shaughnessy*

*Photographer at Shaughnessy and Associates Photography*

**"I've really enjoyed working with Teresa over the past couple years. She is a fabulous designer!"**

*Leanne Breiby*

*Manager of Communications at Greater Kansas City Community Foundation*

**"My team has hired Teresa several times to handle overflow assignments from our company. Teresa was always on time and provided value added options on projects. She worked with our team well and I would definitely recommend her as a great designer."**

*Merrit Strunk*

*Senior Vice President Strategic Marketing & Communications at Creative Marketing*