

BRIAN FORTE

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PROFESSIONAL EXPERIENCE

The Boston Globe

Interactive Graphic Designer, Boston Globe Media Creative Services

- Design and produce rich media campaigns for advertisers
- Create high impact mocks to generate new business for the Sales team
- Conceive and execute marketing campaigns—both digital and print—promoting the various sections, events, and promotions of The Boston Globe's digital properties
- Lead designer on BostonGlobe.com marketing initiatives

Boston, MA

September 2010–Present

Allen Roche Group

Interactive Designer

- Designed and programmed websites, landing pages, web banners, and email newsletters
- Responsible for the programming and deployment of all e-mail marketing campaigns
- Managed freelance work and conducted the hiring process for new web employees
- Utilized Channel Blade, Constant Contact, iContact, and the Adobe Creative Suite

Somerville, MA

September 2009–September 2010

Brian Forte Designs

Freelance Graphic & Web Designer

- Designed websites and marketing collateral for various freelance clients, including product development companies, travel agencies, and non-profit organizations

Cheshire, CT

December 2008–May 2009

Insight Capitalists

Designer

- Created storyboards, radio scripts, web banners, and print advertisements for national campaign announcing opening of new international airport

Norwalk, CT

October 2008–April 2009

Hill Holliday

Creative Intern – Relationship Marketing

- Assisted in developing creative for Bank of America's national direct marketing campaign

Boston, MA

January–May 2008

Euro RSCG Worldwide

Creative Department Intern

- Assisted design teams in broadcast/print advertisement brainstorming and execution

Sydney, Australia

March–April 2007

AWARDS & HONORS

BostonGlobe.com/Boston.com "Rock Star of the Month" - January 2013

2011 BGME Most Innovative Campaign Award

Allen Roche Group Employee of the Month - June 2010

EDUCATION

Boston University College of Communication

Bachelor of Science in Communication, concentration in advertising

Participant in Sydney Internship Program in Sydney, Australia

Boston, MA

May 2008

Summa Cum Laude/Dean's List

COMPUTER SKILLS

Creative Suite: Photoshop, Illustrator, InDesign, Flash; HTML, CSS, Actionscript; Microsoft Office

COMMUNITY INVOLVEMENT & ACTIVITIES

The Boston Globe Gay, Lesbian, Bisexual and Transgendered (GLBT) Network Group

Volunteer; Head of Communication

Boston, MA

2011–Present

Connecticut Tigers Winter Guard

Instructor and designer for a color guard for special needs students

North Haven, CT

2006–Present

The Cadets Drum and Bugle Corps

2009 Participant in President Barack Obama's Inaugural Parade, 2005 Macy's Thanksgiving Day Parade, 2005 Drum Corps International World Champion

Allentown, PA

2004–2009