



Michael John Verzella
 STORYTELLING BRAND BUILDER

I am a multidisciplinary marketing and design leader with over 20 years experience, 15 in the AEC industry, leading cross-functional initiatives that enable marketing impact to business.

How? By creatively connecting and building brands through cross-channel storytelling and customer engagement.

I don't believe the job is ever done, as learning is everlasting, and brands and teams need to evolve to remain relevant.

CONTACT

p 609.841.1459
 e mikeverzella@me.com
 a 44-09 Queens Blvd 3F
 Sunnyside, NY 11104

TECHNICAL SKILLS

Project Management
 CMiC
 Monday.com
 Sales Force
 Budgeting

Creative
 Adobe Creative Suite
 Serif Affinity Suite
 MS Office
 iWork
 Art Direction
 Graphic Design
 Photography
 Copywriting
 Video Editing
 Computer Science

CREDENTIALS

OSHA 30-Hour Construction
 Safety and Health (2021)
 CPR, AED,
 Basic First Aid (2022)
 Society of Marketing
 Professionals
 New York Chapter

AWARDS

AADY American Advertising
 Award (Silver) 2009

EDUCATION

University of The Arts
 BFA, Graphic Design (2005)
 Philadelphia, PA
 The Art Institute
 of Philadelphia
 (1999, 2000)

OTHER INTERESTS

Music, aviation, travel,
 hiking, technology

FROM
 2021

Structure Tone, US

Multimedia Manager :: New York, NY

Manager of the ST, US brand, coaching regional teams on collaboratively using our tools to deliver creative, effective messages while remaining on brand. Coordinates unit activities with the corporate marketing team, and develops new promotional opportunities by drawing connections between our people, their stories, and the needs of likeminded clients and stakeholders. Examples: I'M SAFE: a content marketing campaign founded on recognizing safe behavior on job sites. Firm 50th anniversary media campaign: produced a multi-front introspective culminating in a 2,400ft² exhibition of the company's history and relationships.

2021
 2016

STO Building Group

Multimedia Manager :: New York, NY

Part of an award-winning, multidisciplinary corporate communications team servicing a global family of companies. Contributed to creation of the organization's web sites, intranet, and podcast.

Established organization-wide processes for photography and video. Managed equipment inventory and budget. Introduced new storytelling methods such as: remote-managed digital signage, AR/VR project documentation, interactive bid responses, video communications, project case studies. Supported internal clients and regional marketing teams with media products and training.

2016
 2011

LF Driscoll

Media & Marketing Coordinator :: Bala Cynwyd, PA

Refocused the firm's communication strategy for a digital age. Conceptualized and delivered a dynamic new web site, and supplied visual media and copywriting. Increased the firm's exposure in national publications. Produced the quarterly company newsletter. Responded to bid requests and presented for interviews. Explained complex processes using 4D collateral. Contributed to the the firm securing or reconnecting with 12+ new clients and their largest project awards to date. Furnished the firm's new offices with custom artwork and signage.

2014
 2008

Freelance Graphic Designer

From-zero brand development and products for print, web :: Audubon, NJ

Led a web hosting and graphic design business providing direct marketing, web site design/build, branding & identity, and content. Used data and reporting to track efficiency, identify resources, and seize opportunities in new channels. Examples: Nittany Entertainment: brand development with print and digital products transformed a local DJ in to a regional full-service entertainment provider. BalletNJ: Invented new revenue-generating products and a ticket reservation system, re-imaging the company as a premium ballet academy and performer.

2010
 2006

The Star Group / Media & Marketing

Designer :: Voorhees, NJ

Produced print and TV advertising collateral for national entertainment brands in a fast-paced environment. Work included campaigns, direct marketing, advertising, and storyboarding.

2006
 1999

LF Driscoll

Clerk (through 2002) :: Graphic Artist (through 2006)

As a clerk, performed the project manager's archive and close out for the company's largest, most complex project to date. As designer, created brand assets and supported business development with page layout design and print advertising. Contributed to a series of record-setting project award packages.