

JOSEPH M. PISARCHICK

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Objective:

A leadership role in a thriving organization requiring a forward-thinking, highly creative, hands-on, results-oriented design professional

Qualifications:

Seasoned, inventive, detail-oriented leader adept at managing multiple large-scale projects simultaneously

Passion for design, innovation and producing top-quality, strategy-driven creative

Strong and vibrant interpersonal, communication, and team-building skills

Education:

**Master of Science, 1991
Arts Management**
Drexel University, Philadelphia, PA

**Bachelor of Science, 1989
Marketing**
Gannon University, Erie, PA

Certificate, 2014 (anticipated)
Post Production Editing
Center for Advanced Digital Applications
New York University
School of Continuing and Professional Education

Residence:

3840 Greystone Ave. #40
Bronx, NY 10463

References:

Available upon request

Memorial Sloan-Kettering Cancer Center, New York, NY

Associate Director, Creative Services, Department of Public Affairs
Manager, Creative Services
Manager, Design and Production

August 2013- present
November 2006 - July 2013
April 2000 - November 2006

- Provide creative vision for the Department of Public Affairs; oversee communication design projects at all stages; produce an ongoing stream of visual content that illuminates and elevates traditional, electronic and social media
- Serve as the sole video editor for the Department, responsible for creating narratives by distilling large amounts of footage into succinct and engaging messages; manage all assets and circulate videos through approval process; compress and upload to website
- Ensure the feasibility and quality of all video productions; supervise the planning, logistics and progress from pre-production through post-production; direct all video and photo shoots
- Collaborate with Director of Web and Electronic Resources in the development of visual identities for digital/interactive experiences including apps and special website sections
- Oversee the design and production of all print and digital publications including MSKCC's Annual report (print and interactive versions) and *Center News*, a bi-monthly magazine
- Research, evaluate, hire and maintain relationships with all creative partners including graphic design firms, filmmakers, motion graphic designers, video editors, photographers and illustrators and ensure that all deliver assets of the highest quality
- Serve as the primary steward of MSKCC's brand identity, regulate consistent use across all media by internal departments and external entities
- Write detailed creative briefs and requests for proposals outlining project goals and deliverables, empowering and inspiring collaborators to create solutions that deliver against communications challenges
- Provide internal clients with insight and guidance on best practices for creative endeavors, manage the daily workflow of multiple projects, establishing priorities and shifting them as needed
- Manage MSKCC's electronic signage system (34 locations), maintain extensive photography collection through a digital asset management system (Cumulus)
- Authorize expenditures of more than \$700,000 annually
- Supervise one full-time Senior Graphic Designer and numerous freelancers

Trident Health System, Charleston, SC

Creative Services Coordinator, Office of Marketing Services

July 1997 - December 1999

- Source of all creative services for a nine-facility regional health system. Responsible for designing and managing projects from concept through completion including: ads, brochures, signage, displays, promotional and educational environments, premium items, and annual reports
- Redesigned the graphic identity, which became a corporate model for Columbia/HCA, following national public relations scandal
- Supervised freelance designers

Association of American Medical Colleges, Washington, DC

Graphic Designer, Office of Communications

April 1995 - May 1997

- Member of two-person design staff overseeing completion of 175+ publications per year, including newsletters, reports, conference promotional material and directories

Executive Presentations, Inc., Rockville, MD

Graphic Designer

April 1994 - April 1995

- Member of eleven person agency-style design and production team creating annual reports, ads, corporate identity, display signage and magazines

The Washington Opera, Kennedy Center, Washington, DC

Creative Services Associate

June 1993 - April 1994

Marketing Assistant

September 1991 - June 1993

- Assisted Director of Marketing in numerous activities in support of subscription and single ticket campaigns.
- Provided in-house copy writing and design services for brochures, newsletters and study guides to marketing, development and education departments.