

# CARLA SIEGEL CREATIVE COMMUNICATIONS FOR HOSPITALITY CLIENTS

*Training in the graphic arts, and experience working with some of the nation's top restaurants and chefs, brings a unique perspective to Carla's print + digital communication projects.*

> **AGENTSIE // NEW YORK, NY FREELANCE ART DIRECTION + GRAPHIC DESIGN . . . . . 2015 - PRESENT**

- Concept: consult with restaurants + retail stores to help define brand voice and style for visual + written communications.
- Strategize: work with clients to determine appropriate means of communication + best channels to achieve goals within budget.
- Execute: design, art direct + craft content for promotional collateral, signage, web, email messaging + photo shoots in support of mission.

> **THE DINEX GROUP, RESTAURANT MANAGEMENT COMPANY OF CHEF DANIEL BOULUD // NEW YORK, NY**

**BRAND CREATIVE DIRECTOR . . . . . 2012 - 2014**

- Define brand voice, look, feel + social media strategy for chef, restaurant + retail brands. Push content across related media platforms.
- Work with internal PR, operations + restaurant teams to generate creative, brand-appropriate promotional ideas/content.
- Manage web developer team to create e-commerce platform for Épicerie Boulud retail gourmet gift box + online catering sales.
- Oversee design + scheduling of client communications including email blasts + printed collateral by in-house + freelance staffs.
- Coordinate, photograph +/- art direct photo shoots capturing all brand imagery for internal + editorial use.

**CREATIVE MANAGER . . . . . 2009 - 2012**

- Design + produce printed menus, wine lists, staff business cards, custom branded items for restaurant + retail food service.
- Design, produce + distribute group-wide email campaigns, print advertising + in-restaurant promotional collateral.
- Art direct web developer team in creation of new brand websites, communicate changes + complex content updates.
- Art direct, implement and train staff to use of digital menu screens at retail and restaurant locations.

**PUBLIC RELATIONS & SPECIAL EVENTS ASSOCIATE . . . . . 2007 - 2009**

- Respond to media inquiries + facilitate on-site press interviews, photo shoots + TV productions.
- Coordinate chef participation + travel to off-site events; including large scale tasting events + intimate private dinners.
- Design + produce all printed collateral necessary at events + appearances.
- Manage extensive photo archive + maintain company FTP site.

> **THE CULINARY LOFT // NEW YORK, NY EVENT PLANNING + MARKETING ASSOCIATE . . . . . 2006 - 2007**

- Coordinate + execute chef led demonstrations, cooking classes, dinner parties + film productions for corporate, media + private clients.
- Design + manage print advertising, email marketing campaigns, event menus + signage.
- Provide event photography, room set up + table design in addition to overall office administration.

> **SCHOLASTIC INC. // NEW YORK, NY GRAPHIC DESIGNER . . . . . 2002 - 2006**

- Design + art direct children's chapter + picture books (cover + interior).
- Redesign cover art for all hardcover reprint titles.

> **HESS NEWMARK OWENS WOLF // CHICAGO, IL PRODUCTION & MEDIA ASSISTANT . . . . . 2001**

- Produce promotional movie materials + advertisements for local + national newspapers.
- Organize advertising rates + related information for publications in regional markets.
- Research potential new markets + book advertising space for feature films.

> **THE INSTITUTE OF CULINARY EDUCATION // NEW YORK, NY CULINARY ARTS DEGREE . . . . . 2005**

- Training in classical French technique + global food trends.
- Three month kitchen externship at Chef Marcus Samuelsson's Aquavit.

> **SYRACUSE UNIVERSITY // SYRACUSE, NY BFA IN COMMUNICATIONS DESIGN + PHOTOGRAPHY CONCENTRATION . . . . . 2001**