

BOSTON UNIVERSITY • MASTER OF FINE ARTS, GRAPHIC DESIGN • 2023 • SUMMA CUM LAUDE
SAINT ANSELM COLLEGE • BACHELOR OF ARTS • 2016

DIRECTOR OF MARKETING

CARDINAL CAPITAL GROUP • 2025-PRESENT

Cardinal Capital Group is a Boston based private real estate lender providing capital solutions to investors and developers throughout the Northeast and expanding markets. I joined the company to build its first marketing department from the ground up, establishing the strategy, team, systems, and creative infrastructure needed to support its rapid growth.

BUILDING THE MARKETING FUNCTION

- Built a fully operational marketing department within three months, hiring and managing four team members and establishing a network of more than six specialized vendors and creative partners.
- Established and manage a \$1M annual marketing budget spanning paid media, HubSpot, CRM workflows, lead attribution, SEO, content, events, PR, and brand development.

REVENUE & GROWTH

- Generated \$1M in attributable revenue from \$200K in first year marketing spend, delivering a 5x return on spend and driving more than \$40M in funded loan volume.
- Grew the company's social audience from 4,000 to 12,000 and increased monthly digital engagement from approximately 10,000 to nearly 1 million.

BRAND, PR & CREATIVE DIRECTION

- Built Cardinal's brand across every major touchpoint, including its website, social presence, executive communications, pitch decks, investor materials, email campaigns, signage, office branding, photography, and video.
- Developed CEO Briana Hildt's executive brand and personally led award submissions, PR strategy, podcast appearances, video scripts, and media partnerships that earned recognition from the Inc. 5000, Inc. Female Founders, Stevie Awards, and Scotsman Guide.
- Lead creative and marketing support for Investor Relations and a private investment fund managing more than \$180M, producing fundraising decks, monthly updates, campaigns, events, and conference materials.

EVENTS & CARDINAL CARES

- Created Cardinal Cares our charitable arm from the ground up and led its first year of operations, raising more than \$250K for Boston Children's Hospital and Connecticut Children's through charitable events developed and executed by my team.
- Direct 5–10 corporate and philanthropic events annually for up to 350 attendees, owning strategy, branding, sponsorships, vendors, production, promotion, and guest experience—including major partnerships and activations with NESN.

SENIOR MANAGER CREATIVE SOLUTIONS

FIDELITY INVESTMENTS • CONSULTANT • 2021–2025

Over four years at Fidelity Investments, I specialized in executive presentation design and strategic visual communications across two major business areas: Legal, Risk & Compliance and Meetings & Events. Throughout both assignments, I supported senior leadership and C-suite executives, including Chairman and CEO Abigail Johnson, translating complex ideas into clear, compelling presentations and experiences for audiences across the enterprise.

LEGAL, RISK & COMPLIANCE 2021–2024

- Served as a dedicated presentation design partner across Fidelity's Legal, Risk & Compliance organization, supporting department heads and senior executives with their most visible and business-critical communications.
- Developed board presentations, regulatory updates, leadership town halls, strategic communications, training materials, and quarterly business reviews.
- Transformed rough notes, early-stage ideas, and complex source material into fully developed narratives and executive-level presentations.
- Balanced approximately 6–10 presentation projects each week, managing overlapping deadlines while maintaining accuracy, confidentiality, and exceptional design standards.
- Earned the trust of senior leaders who specifically requested my support for high-priority presentations and sensitive communications.
- Worked primarily in Microsoft PowerPoint and Adobe Creative Suite, combining presentation design, information hierarchy, data visualization, and brand storytelling.
- Selected to contribute to a company-wide creative team responsible for implementing Fidelity's new brand across the enterprise, in addition to my primary role.

MEETINGS & EVENTS 2024–2025

- Personally selected by the Head of Meetings & Events for a strategic assignment focused on elevating creative quality across internal meetings and Fidelity-hosted events.
- Brought in to oversee the existing design team, assess its creative operations, and improve a workflow that had become overwhelmed by demand.
- Evaluated project intake, team capacity, design quality, event branding, and production processes to identify opportunities for greater efficiency and consistency.
- Established scalable templates, standardized materials, and streamlined creative processes that enabled the team to manage a high volume of event requests more effectively.
- Directly managed the design team with responsibility for creative concepts, project assignments, design reviews, timelines, vendor coordination, budgets, and final approvals.
- Led creative development for eight major Fidelity events, including experiences with more than 1,000 attendees and internal programming reaching nearly 70,000 employees.
- Directed cohesive event identities across executive presentations, stage and environmental graphics, signage, digital communications, and event collateral.
- Attended each event on-site, supporting executive speaker preparation, production meetings, real-time design needs, and live event execution.
- Continued partnering with senior leaders and C-suite executives on presentation strategy and development throughout the assignment.

CREATIVE DIRECTOR

LUNA BAY • CONSULTANT • 2023–2025

Luna Bay is a nationally distributed beverage company known for its award-winning mocktails and yerba mate beverages made with natural ingredients. Sold at Whole Foods, Trader Joe's, 1 Hotels, and more, the brand has been featured in Forbes, CNN, and Good Housekeeping and is a proud member of 1% for the Planet.

- Spearhead the creative vision for Luna Bay, ensuring cohesive design, brand identity, and marketing across all platforms, leading to two Dieline awards for product and packaging design.
- Lead cross-functional teams in developing creative assets for product launches, events, and campaigns, consistently aligning outputs with brand goals and audience needs.
- Oversee all visual assets, including directing photography shoots and ensuring top-quality execution across digital and print media.
- Maintain strong brand identity and messaging consistency across digital, print, and packaging, driving enhanced brand recognition and a 18,730% increase in Instagram reach since December 2023.
- Direct content creation and social media strategy, expanding the brand's digital presence through partnerships with major brands, significantly boosting engagement.
- Collaborate with sales, marketing, and executive teams to translate business goals into creative strategies, driving measurable growth in sales and brand loyalty.
- Manage integrated marketing campaigns across social media, email, and events, delivering clear, compelling messages that drive increased engagement and sales.
- Design and execute branded events and activations, contributing to product sellouts and spikes in sales.

GRAPHIC DESIGNER AND INVESTOR RELATIONS

ROBBINS GELLER RUDMAN & DOWD LLP • FULL-TIME • MARCH 2018–JUNE 2021

Robbins Geller Rudman & Dowd LLP is one of the world's leading plaintiffs' litigation firms. Known for handling complex securities, antitrust, consumer, and corporate cases, the firm has secured some of the largest recoveries in history, including the landmark \$7.2 billion Enron settlement.

- Designed all marketing related materials for the firm including their website, social media, branding, public relations, Online marketing, conference branding, and communications.
- Traveled across the country to represent the firm at client conferences and events.
- Conducted marketing research and worked cross-functionally to implement changes in watch areas.
- Created proposals on the firm's successful cases and achievements, services and practice areas.
- Researched and distributed monthly Portfolio Monitoring, Settlement, and Litigation reports to clients.
- Developed SEO strategies, and implemented and monitored digital campaigns.
- Designed from inception to completion the firm's newsletter that is sent to clients and prospective clients worldwide.
- Managed the firm's RFP database. Reviewed all possible RFP bids and communicated with the Executive Committee Board for submittal. Assisted with researching and executing RFP responses for the firm.
- The firm spokesperson at client conferences and events.
- Liaison between current and prospective firm clients and appropriate firm representatives.
- Arranged sponsorships, exhibitions, registrations, advertisements, and other marketing materials for client conferences and events.

ARTIST STATEMENT

In a world where the future of our planet hangs in the balance, I see graphic design as a powerful catalyst for positive change. As artists, we must embrace valuable resources like education, innovation, and thoughtful design to empower ourselves as proactive agents of transformation. Recognizing the urgency of cultivating an environmentally mindful future, it is vital to wield our craft responsibly. I firmly believe that designers possess the potential to drive meaningful change, not only within their individual practices but also throughout their entire profession.

EXHIBITIONS

Secrets
808 Gallery, Boston Massachusetts
02/24/22-05/01/22

Hide Self View
808 Gallery, Boston Massachusetts
04/27/23- 05/08/23

RESIDENCIES

Hangar	Artstthread
Portugal	Pforzheim
3 months	3 months

AWARDS AND HONORS

Summa Cum Laude
Boston University
2023

Sustainability Grant
Boston University
2022-2023

Design Research Fellowship
Boston University
2022-2023

PUBLICATIONS

Plant Me After Reading
04/27/23

COLLECTIONS

Mugar Library Boston Massachusetts
Visual Arts Library Boston University
Center for Book Arts Brooklyn

PROFESSIONAL MEMBERSHIPS

People of Print
Artstthread

FEATURED ARTICLES

<https://www.bu.edu/articles/2023/sustainability-seed-grants-fund-ideas-addressing-climate-crisis/>
<https://www.peopleofprint.com/graduates/nina-gozzi-plant-me-after-reading/>
<https://bu.edu/articles/2023/mfa-painting-sculpture-graphic-design-thesis-exhibition-show/>
<https://www.artstthread.com/profile/nina-gozzi>