

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 financial services firm known for its institutional rigor, strategic growth, and expanding presence across the real estate finance industry, providing private capital solutions and strategic financing for real estate investors and developers.

- Lead the strategic vision, brand positioning, and execution of all marketing and creative initiatives across digital, print, investor communications, and experiential events for one of the Northeast's fastest-growing private residential real estate lenders.
- Manage and lead end-to-end execution of corporate events and strategic partnerships, producing high-impact experiences for 150–350 attendees in collaboration with organizations including NESN, industry associations, and key business partners.
- Own end-to-end brand stewardship, ensuring consistency and excellence across all client-facing materials, pitch decks, fund collateral, website assets, paid campaigns, and executive communications.
- Lead the creative direction and visual identity of the brand across digital, print, event, and investor-facing materials, establishing a refined and cohesive design language across every touchpoint.
- Design and oversee the development of high-impact pitch decks, investor presentations, campaign assets, one-pagers, and branded collateral that translate complex financial concepts into clear, visually compelling narratives.
- Drive revenue-focused marketing strategy through paid social, lead generation funnels, CRM workflows, attribution reporting, and performance analytics tied directly to funded loan volume and origination fee growth.
- Partner closely with executive leadership to translate business priorities into high-impact campaigns, visual storytelling, and brand initiatives that support borrower acquisition, investor engagement, fundraising efforts, and market expansion.
- Develop scalable brand systems, design templates, and visual standards that streamline creative execution across internal teams, vendors, and cross-functional stakeholders.
- Oversee creative direction across social media, thought leadership, email marketing, video production, and branded storytelling, strengthening market presence and positioning the firm as a leader in private lending.
- Direct photography, video, and content shoots from concept through final execution, including art direction, shot lists, layout, styling, and post-production oversight.
- Create and refine user-centric website layouts, landing pages, and digital assets that elevate user experience, strengthen brand perception, and improve lead conversion.
- Translate campaign data and executive reporting into polished visual storytelling through charts, dashboards, infographics, and presentation design. Lead the development and execution of major brand activations, client events, philanthropic initiatives, sponsorship programs, signage, and experiential design moments.
- Manage cross-functional collaboration across sales, business development, operations, legal, and external vendors to ensure all marketing and design initiatives align with business goals, compliance standards, and brand integrity.
- Build scalable systems across HubSpot and digital workflows to improve lead management, campaign reporting, client retention, and operational efficiency.

SENIOR MANAGER CREATIVE SOLUTIONS

FIDELITY INVESTMENTS • CONSULTANT • 2021–2025

Fidelity Investments is an American multinational financial services corporation based in Boston. The company was established in 1946 and is one of the largest asset managers in the world. Fidelity operates a brokerage firm, manages a large family of mutual funds, provides fund distribution and investment advice, retirement services, index funds, wealth management, cryptocurrency, securities execution and clearance, asset custody, and life insurance.

- Work closely with Fidelity Executives to visualize key business goals and tailor communications (content, style, format, etc.) for different audiences as appropriate.
- Partnered with Fidelity's Meetings & Events team to design and execute high-impact executive experiences, translating business objectives into engaging, on-brand environments and communications.
- Demonstrate proficiency in visual and interaction design principles. Construct sketches, wireframes, flows, design comps, and prototype with cross-functional leaders and operations team members.
- Create compelling data visualizations, utilizing charts and graphs to present complex data in a clear and concise manner
- Convert sophisticated ideas into digestible, impactful visuals and presentations for leadership communications and various teams within legal, risk and compliance.
- Maintain and improve brand standards and consistency across presentation materials.
- Own the production and delivery of visual assets.

**Due to my position at the firm and for strict privacy reasons I am unable to share my portfolio of work at this time*

CREATIVE DIRECTOR

LUNA BAY • CONSULTANT • 2023 - 2025

Luna Bay is a Chicago-based beverage company known for its refreshing, natural ingredient drinks. Its award-winning mocktails and yerba mate-based beverages have been featured in *Forbes*, *CNN*, and *Good Housekeeping*. Luna Bay is committed to sustainability as a member of 1% for the Planet, delivering bold, innovative flavors for health-conscious consumers.

- 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.
- Develop award-winning product and packaging designs, recognized by *Dieline* for innovation and excellence.
- Manage integrated marketing campaigns across social media, email, and events, delivering clear, compelling messages that drive increased engagement and sales.
- Utilize analytics and feedback to inform design decisions, optimizing creative output for higher ROI and improved user experience.
- 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 litigation firms representing plaintiffs in securities fraud, antitrust, corporate mergers and acquisitions, consumer and insurance fraud, multi-district litigation, and whistleblower protection cases. Robbins Geller has obtained many of the largest securities, antitrust, and consumer class action recoveries in history.

- 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.

VISUAL DESIGNER

CORPORATE SYSTEMS ASSOCIATES • CONSULTANT • 2018-2024

Corporate Systems Associates, Inc. is an Information Technology Consulting and Staffing company, offering clients the best and brightest IT professionals for their mission critical initiatives. Specialize in Architecture, Application Development, Project Management, Business Analysis, Quality Assurance and Database.

- Collaborate with diverse corporate clients to elevate their brand presence through visually compelling presentations, ensuring alignment with business objectives.
- Design and implement user-centric interfaces for websites, focusing on intuitive navigation and visually appealing layouts to elevate the overall user experience.
- Advise on the integration of the latest design trends and technologies to keep corporate digital assets contemporary and competitive.
- Monitor and analyze user feedback, incorporating iterative design improvements to enhance overall usability and satisfaction.
- Play a key role in translating business goals into effective visual narratives, contributing to successful corporate presentations and digital communication strategies.
- In 2021, crafted a comprehensive application for a novel product aimed at measuring line speed for food concessionaires. The resulting mobile and web app was successfully deployed in collaboration with the Jacksonville Jaguars from the NFL.
- In 2022, developed UI mock-ups for a product named Price Spotter—a mobile data capture solution utilized by food and beverage concessionaires in collaboration with major sports leagues, including MLB, NFL, NHL, and NBA.

TRAINING AND CERTIFICATIONS

MICROSOFT POWERPOINT LINKEDIN BADGE OF CERTIFICATION 2022- SCORED IN THE TOP 5% OF 11.3M

ADOBE PHOTOSHOP LINKEDIN BADGE OF CERTIFICATION 2022- SCORED IN THE TOP 30% OF 3M

ADOBE ILLUSTRATOR LINKEDIN BADGE OF CERTIFICATION 2022- SCORED IN THE TOP 30% OF 1.6M

ADOBE INDESIGN LINKEDIN BADGE OF CERTIFICATION 2021- SCORED IN THE TOP 15% OF 800K+

UDEMY ADOBE INDESIGN MASTER COURSE- CERTIFIED DECEMBER, 2020

GOOGLE ANALYTICS ACADEMY- COMPLETED SEPTEMBER, 2020

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>