



## Dominic Vecchiollo | Design Manager

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### EXPERIENCE

#### Managing Director

DOSSU Digital Marketing, Baltimore, Md. | October 2001 – Present

- Establish and coordinate a full-service SEO practice.
- Investigate and incorporate AI integrations to streamline business processes.
- Drive content development covering various topics for clients across a wide range of industries.
- Recruit and manage teams to create award-winning digital and print products.
- Create scope documents, build budgets, and develop schedules for projects.
- Routinely deliver projects on time and within budget.
- Maintain all accounts and client relations plus outreach and marketing plans.
- Develop and present webinars and educational sessions to share expertise and build thought leadership.
- Design, prototype, and create using Adobe Creative Suite.

#### Website Strategist | Delivery Manager

Redstart Creative, Baltimore, Md. | September 2016 – June 2022

- Lead web design and development teams to launch more than 50 websites in 60 months.
- Facilitate client interactions with project team.
- Plan and execute content strategy for clients' websites.
- Foster understanding and development of digital strategy for clients while working on their projects.
- Guide clients through the process of creating a new website, helping them to make decisions effectively.
- Train clients in best practices for website maintenance and content governance after launch.

#### Assistant Professor (Adjunct)

University of Maryland University College, Adelphi, Md. | September 2000 – August 2008

- Developed curriculum for design courses delivered online and face to face.
- Promoted awareness of the influence of society, class, and client expectations in commercial design.
- Investigated with students the role of the art director as design evangelist, helping clients understand the potential benefits of progressive design solutions.
- Participated in University service, assisting with the University's re-accreditation process and serving as a mentor to new faculty.

#### Deputy Director for Strategic Design | Art Director, *HRC Quarterly*

Human Rights Campaign and HRC Foundation, Washington, D.C. | September 1997 – October 2001

- Managed design and publishing for a nonprofit advocacy organization with a \$15 million budget.
- Led *HRC Quarterly* through a successful redesign and brought publishing management in house.
- Art directed promotional campaign for *Equality Rocks* concert at RFK Stadium, April 2000.
- Coordinated efforts to blanket Washington, D.C., with the organization's promotional materials during the Millennium March on Washington, April 2000.

### SELECT CLIENTS

ACLU of Maryland

CenterStage

Commercial Vehicle Safety Alliance

DC Department of Health

Equality Maryland/Free State Justice

Georgetown Public Policy Institute

Harford County Chamber of Commerce

Human Rights Campaign

International Association of Providers of AIDS Care

National Committee for Responsive Philanthropy

National Parks Conservation Association

The Park Foundation

Rosie's For All Kids Foundation

The Sentencing Project

### EDUCATION

#### Master of Arts, Publications Design

School of Communications Design, University of Baltimore, Baltimore, Md.

#### Bachelor of Science, *Magna Cum Laude*, Theater Management

University of Evansville, Evansville, Ind.