

Lianne Alcon

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Skills

Adobe Creative Suite
Art Direction
Typography & Layout Design
Creative Strategy Development
Video & Photo Editing
Motion Graphics
Brand Campaign Execution
Project Management
Cross-functional Team Collaboration
Multichannel Marketing
Web & Print Design

Education

Bachelor of Fine Arts
Shawnee State University

Languages

English: Fluent
Spanish: Fluent
French: Beginner

Awards

Best New Publication Design - NYPA
Best Advertising Campaign - NYPA
Best Front Cover Design - NYPA
Best New Artist - Guild Hall
Phi Eta Sigma - National Honor Society

References

Ed Reale - Sotheby's International Realty
631.655.1165, ereale50@gmail.com

Kathy Rae - Dan's Hamptons Media
631.766.3342, photokat@optonline.net

Phil Witt - Hampton Style
646.522.3346, phil_witt@yahoo.com

Dynamic and results-oriented Creative Designer with over a decade of experience in leading high-impact design projects, developing creative strategies, and delivering visually stunning brand assets. Proven ability to elevate brand identity through refined and scalable design solutions, collaborating across teams to maintain a consistent visual language and enhance business growth. Expertise in typography, layout, and digital design, ensuring cohesive branding across diverse platforms.

Senior Marketing Coordinator/Designer

November 2010 - Present

Sotheby's International Realty | Remote

- Spearheaded creative projects across a variety of mediums, ensuring brand consistency while adapting designs to meet luxury real estate market demands.
- Produced high-quality, polished designs for digital and print media, including presentation decks, social media assets, brochures, and website graphics, enhancing Sotheby's International Realty's brand presence.
- Collaborated with marketing teams to craft bespoke design solutions for property launches, agent branding, and luxury campaigns in the Hamptons and other markets as needed.
- Led the design of visually compelling presentations and video content, resulting in a 50% increase in social media engagement and improved agent visibility.
- Implemented a Digital Asset Management system, streamlining project workflows by 35% and ensuring design quality across all touchpoints.
- Leveraged AI technology to enhance design workflows and create adaptive templates for various markets, increasing production efficiency and consistency by 30%.

Creative Director

February 2009 - November 2010

Dan's Hamptons Media | Bridgehampton, NY

- Directed a complete redesign of the company's web and print assets, boosting overall engagement and driving a 20% increase in web traffic.
- Led a cross-functional creative team in developing successful advertising campaigns and promotional materials that increased sales by 25%.
- Managed the development and execution of a new publication, generating \$1M in revenue during its first year.

Creative Director

July 2006 - February 2009

Hampton Style | Southampton, NY

- Orchestrated the rebranding of Hampton Style, resulting in a 40% increase in customer engagement and a 20% rise in advertising revenue.
- Developed sales and marketing materials, including luxury brochures and event invitations, maintaining brand elegance and consistency across all client touchpoints.