

SUSAN C. GENTILE

susancgentile@gmail.com | shackitdesign.com | 18 Wilfred Street, Montclair, NJ 07042

631-965-8699

Passionate Art and Development Director with broad experience, looking to make a difference.

My portfolio and experience can be seen at shackitdesign.com

EXPERIENCE

Brand Director 2018, The Sideline Hustle, New York – 2018 - present

- Brand design, development & execution on all platforms; podcast, streaming, social.
- Delivery of media and marketing services, timelines and project management
- Business strategy and marketing niche development

Director of Development & Marketing, National School Climate Center, New York – 2017 - present

- Website design, marketing communications – schoolclimate.org
- Develop strategic, focused delivery of services to the education market.
- Donor prospecting & cultivation, database generation and maintenance (Salesforce)
- Secured more than \$2 million in ten months through foundation and major gift strategies
- Built a department, best practices and systems

Marketing Director, Shackit Design – 2004 - present

Clients range from mom & pop businesses to start-ups to manufacturers and chain stores. Develop marketing strategies and campaigns Brand ID's, media plans, the development of Brand Ambassadors and Celebrity Influencers
Adobe Creative Suite, CRMS in multiple platforms, all analytics (KPIs), all social media, CX, UX

Director of Development, Project MOST, New York – 2013 - 2017

- Built a department, best practices and systems
- Secured more than \$2 million in four years through foundation and major gift strategies, creative sponsorship opportunities and effective donor cultivation events.
- Managed foundation, federal, state, and city funding grants
- Created new partnerships for programming such as the Summer Learning Program, Arts & Culture Program, Health & Wellness, and Technology labs at both sites.
- Created a signature branded event that single handedly raised \$400,000 in its first year; as well as resulting in more than 2000 new donors and sponsors.

Selected Achievements:

- Re-imagined a sustainable platform for longevity and community stewardship.
- Cultivation, community-wide, through events, promotions and public relations.
- Created mission statement, branding, logo design, and communication strategy.
- Streamlined registration practices, website and payment options.
- Creation of Google Technology Lab
- Website Launch, strategic branding and website structure/ parent fees online

Adjunct Professor, Suffolk Community College – 2014 - present / Hospitality Marketing, Marketing

Director of Marketing, Suffolk Theater – 2010 - 2013

Opening team; design, restoration, information systems, venue infrastructure

Creative Director, Port City Life Magazine – 2003 - 2009

120 page regional monthly. Also created the Portland ARTS GUIDE and Portland DOG GUIDE

Owner, The Farmhouse Restaurant – 1997 - 2004 --

Conceptualized, opened, marketed and managed a 226 seat, French/ American Bistro, winning numerous culinary awards

Vice President Marketing, Britches of Georgetowne – 1993 - 1997

Britches Great Outdoors, Britches Outlet, Britches of Georgetowne brands-
200 stores nationwide, \$151 million

EDUCATION

Maine College of Art, MFA 2003 (Honors)

Southampton, LIU BFA 2000 (Honors)

FIT, NYC AAS – Illustration, AAS – Advertising Design

SKILLS

Adobe Creative Suite, CRMS in multiple platforms, all analytics (KPIs), all social media, CX, UX knowledge.

