

9.21.10

KAREN DE LUCA

60 Ivanhoe Lane, Clifton, NJ 07013 973-778-5312 bastilleday14@aol.com
Advertising/Marketing/Design Consultant **RESUME**

BLOCK & DE CORSO ADVERTISING AND MARKETING

3 Claridge Drive, Verona, NJ 07044

ART DIRECTOR/DESIGNER/CREATIVE DIRECTOR ,SR. VP

1982-2008

Senior Vice president/ creative director, responsible for all design direction in the agency.

B&D is a full service advertising agency with varied types of clients:

food and beverage, home fashion, finance, business to business and education.

Within this client roster we produced all types of work; print, TV, direct marketing , web, PR events, outdoor, and radio. I was responsible for all creative direction, working with staff designers/art directors, and copy writers.

All outside suppliers, photographers, illustrators, calligraphers , TV productions houses were also under my direction.

MONTCLAIR STATE UNIVERSITY

Normal Avenue, Montclair , NJ

2003-2010

ADJUNCT INSTRUCTOR (two courses)

Advertising Design and Graphic Design Advanced 1

Under direction of the department chairs beginning with Daryl Moore onto John Luttrupp, and most recently Scott Gordley, I developed the course syllabus to include professional experience and required course elements.

DE LUCA DESIGN

60 Ivanhoe Lane, Clifton, NJ 07013

CREATIVE DIRECTOR/OWNER

Creative services/marketing consultant for not-for-profit organizations.

Mountainside Health Foundation/Partners for Health

Pantry Partners/ food bank

Women's publication, "Silk Purse Women" published six times a year

Elected into the NJ Advertising "Hall of Fame" in 2006.