

FRANCESCO BARLETTA

CONTACT

francescolbarletta@gmail.com
www.francesco-barletta.com
New York , NY

EDUCATION

Rochester Institute
of Technology BFA,
Marketing Minor

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Figma
Microsoft Office Suite
Google Product Suite
Wordpress

SKILLS

Brand Identity Design,
Logo Design,
Website Design,
Print Design,
Product/UI Design,
Experiential Design,
Marketing Strategy,
Design Leadership,
Project Management

ABOUT ME

Currently I'm a Creative Manager at Octane designing impactful omni-channel creative with specific ownership of our new market growth initiatives. I'm inspired by clever brand development, narrative driven marketing, and a user-first mentality throughout the design process.

EXPERIENCE

OCTANE LENDING

Creative Manager | New York | July 2024 - Present

- Designed Octane's 10th Anniversary identity and campaign that increased internal and external company engagement
- Expanded the Octane brand to support new markets for RV and Marine

Senior Associate Designer | New York | Jan 2022 - July 2024

- Expanded creative responsibilities to include self managed projects across all teams beyond Marketing and Communications
- Improved employee engagement scores with strategically designed communications campaigns and initiatives
- Deployed social media post templates that saw a 74% engagement growth
- Collaboratively updated Octane's brand identity to more closely match our new company objectives and culture

Designer | New York | Jan 2021 - Jan 2022

- Built our first public press release website and templates
- Created Octane Prequal™ campaigns resulting in widespread product adoption and exponential revenue growth

Junior Designer | New York | Nov 2019 - Jan 2021

- Developed and deployed Octane's first brand guides
- Redesigned roadrunnerfinancial.com to dramatically increase website traffic
- Built a loyalty program to provide insight and testing for future programs

FLB CREATIVE, LLC

Design Contractor | Remote | 2018 - Present

- Providing design services including identity design, marketing collateral, advertising content, social media assets, and more.

DESIGN WITHIN REACH

Graphic Design Intern | Stamford, CT | Jun 2019 - Aug 2019

- Designed signage to improve in-store wayfinding and engagement
- Created marketing brochures to increase sales and brand awareness
- Designed instruction manuals that improved product assembly experience
- Developed promotional material for brand collaborations and events