

# FRANCESCO BARLETTA

## CONTACT

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Brooklyn, 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

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

- Leading the design of new brands for our captive-lending partners
- 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