

David Finkel

Art Director | Senior Designer | Brand Strategist

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Award-winning Art Director and Brand Strategist with extensive experience in financial marketing, and a passion for improving and implementing brand identity and marketing strategy. Strengths include project management, creativity, leadership, attention to detail, and designing with the end user experience in mind, in both digital and print.

AQR CAPITAL MANAGEMENT

06/2016 – 03/2019

Vice President, Marketing - Senior Designer/Art Director

Greenwich, CT

- Developed and executed strategic marketing collateral from concept through completion
- Created dynamic, user-centric experiences across multiple platforms including print, web, mobile and email
- Designed and deployed strategic HTML email campaigns globally to top tier clients and prospects for events, market updates, firm updates, and advisor communications
- Designed and implemented websites for firm events, product launches and aqr.com improvements using best UX and UI practices
- Designed and implemented apps for firm events using best UX and UI practices
- Responsible for design and weekly implementation of HTML email campaigns to clients globally as well as internal firm newsletters using best UX and UI practices
- Responsible for layout and design of whitepapers, commentaries and market updates for advisors and clients under tight deadlines
- Created and executed successful print and digital marketing campaigns for product launches and promotions
- Managed and executed overall design and implementation of all AQR client conferences including event websites, html emails, apps, presentations, badges, and location branding in a high-demand, fast-paced environment
- Managed workload and creative direction of multiple designers in the US and Philippines
- Coordinated with vendors to ensure products meet quality standards amid tight deadlines and budgets
- Managed rebranding of the AQR brand, including design and implementation of new color palette, fonts, logos, templates and brand guidelines

ALLIANCEBERNSTEIN

11/2013 – 06/2016

Vice President, Marketing - Senior Designer/Art Director

New York, NY

- Developed and executed strategic marketing collateral from concept through completion
- Managed the design, execution and launch of the firm's new website, Bernstein.com (client and public website) using best UX and UI practices
- Designed and deployed HTML email/video campaigns to clients and prospects for events, market updates, firm updates, and advisor communications (distributed to up to 300,000 clients/prospects globally)
- Designed and updated Bernstein.com with timely and relevant content utilizing UX and UI best practices
- Designed a series of infographics for firm blog on personal investing - picked up by *Business Insider*, amassing over 13,000 hits
- Managed the design and execution of the firm's annual client conference including invitations, signage, and other collateral to over 50,000 clients and prospects with \$1M minimum investments
- Responsible for layout and design of timely whitepapers, commentaries and market updates for advisors and clients
- Managed rebranding of the Bernstein brand, including design and implementation of new color palette, fonts, logos, and brand guidelines

ARTIO GLOBAL INVESTORS

09/2008 – 06/2013

Vice President, Marketing - Senior Designer

New York, NY

- Lead designer from concept to completion, providing marketing & branding strategy on all collateral
- Managed the design and daily updates of the firm's website, ArtioGlobal.com using best UX and UI practices
- Designed and deployed HTML email campaigns to 30,000 clients/prospects globally
- Designed ads, brochures, tradeshow materials, direct mailings and coordinated marketing campaigns for use by portfolio management teams, international sales teams and Broker/Dealer teams and Investment Advisors
- Managed junior marketing staff while maintaining accountability for entire portfolio of standard deliverables that included updates to over 40 client-side collateral pieces in time for monthly deadlines
- Coordinated with print vendors to negotiate costs and ensure products met quality standards amid tight deadlines

Additional Relevant Experience

J&W SELIGMAN INVESTMENTS

08/2007 – 08/2008

Graphic Designer

New York, NY

BRAND PHARM

02/2005 – 06/2007

Graphic Designer/Assistant Studio Manager

New York, NY

Marketing Awards and Honors

- **2011 – FIRST PLACE**, ADVISOR COMMUNICATIONS (E-Newsletter Advisor)
Mutual Fund Education Alliance STAR Awards
- **2010 – FIRST PLACE**, ADVISOR COMMUNICATIONS (Printed Newsletter)
Mutual Fund Education Alliance STAR Awards
- **2009 – FIRST PLACE**, ADVISOR COMMUNICATIONS (E-Newsletter Advisor, Printed Newsletter)
Mutual Fund Education Alliance STAR Awards

Education

UNIVERSITY OF CONNECTICUT

2000

Bachelor of Arts, Visual Communications

Storrs, CT

Technical Skills

- Adobe Creative Cloud
- Adobe Dreamweaver
- Adobe Flash
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Sketch
- CSS
- HTML
- Wireframing
- UX/UI
- Microsoft Office
- ExactTarget
- Act-On
- Pardot
- Cvent
- Litmus