

katie minucci

contact

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education

Martin J. Whitman
School of Management,
Syracuse University

Syracuse, NY

Bachelor of Science in
Management, May 2014

skills

Adobe Creative Suite

Art and Design

Creation Direction

Attention to Detail

Verbal & Written
Communication

Organization

Time Management

experience

DIRECTOR OF CREATIVE, SAVORY | NEW YORK, NY | JUL 2020 - PRESENT

Responsible for rebranding the entire company, including new logo, business cards, websites, uniforms, and paper goods. Also responsible for all event design, including floral creation, graphic design, platter design, and buffet styling. Other duties include:

- Lead the execution of all digital and print collateral including menus, proposals, and marketing materials
- Manage, grow, and mentor a small team of designers, fostering an environment conducive to creative development
- Sourcing and purchasing event décor and equipment
- Work alongside President and Director of Business Development with proposal writing
- Purchasing platters, designing buffets, and curating client gifts
- Management of social media pages and website maintenance
- Creative direction and styling of photoshoots
- Upholding brand standards, ensuring consistency in client-facing materials
- Working closely with clients for new facility openings, selecting smallwares, equipment, and decor that fits their brand standards

DIRECTOR OF EVENTS, SAVORY | NEW YORK, NY | AUG 2018 - JUL 2020

Spearheaded and launched the Events division, creating standard operating procedures for event execution, as well as BEO templates. Other duties included:

- Determining all front of house and back of house event needs, such as rentals, equipment, serving platters, disposables
- Communication with clients and fulfilling their event needs, following budget constraints, tracking event spending
- Booking and overseeing onsite waitstaff

DESIGN COORDINATOR, CLOUD CATERING & EVENTS | LONG ISLAND CITY, NY | AUG 2017 - JUL 2018

Responsible for assisting the Creative Director with creating event design elements, such as floral arrangements, décor items, custom trays, buffet displays, menus, packaging, labels, and print material. Also responsible for tracking Design Department sales and expenses, as well as coordinating BEOs of deliveries and pick ups. Other duties included:

- Sourced, purchased, and kept inventory of décor and buffet items
- Managed onsite staff, booked and managed creative freelancers
- Developed content and managed social media outlets
- Coordinated with Sales, Operations, and Dispatch departments

EVENT COORDINATOR, SONNIER & CASTLE | NEW YORK, NY | APR 2016 - AUG 2017

Served as support and liaised between Event Directors, Kitchen, Warehouse, and Service Department, maintaining the pipeline of events. Other duties included:

- Assisted Visual Director with showroom display and décor
- Created and submitted rental orders
- Designed event signage and collateral for tastings and client gifts