

PHIL VENTRELLO

CREATIVE DIRECTOR
BRAND STRATEGIST
DIGITAL ILLUSTRATOR

Innovative visual leader with 15+ years as a founder building and scaling a consumer product business, and 38+ years in design and art direction. Expertise spans brand development, digital illustration, marketing strategy, and creative execution across digital, print, and video. Skilled at transforming concepts into market-ready products and campaigns. Leverages an AI-assisted workflow to streamline production and accelerate creative development.

CORE CAPABILITIES

*Creative Direction, Design and Leadership
Brand Development and Identity Systems
Campaign Strategy and Execution
Digital Illustration
Multi-Channel Media Production
Vendor and Production Management*

TOOLS and TECHNOLOGY

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) in a Mac-based production environment

AI systems: Midjourney, ChatGPT, HeyGen, SuperGrok, Google Gemini, Google Flow

Working knowledge of Figma and Canva

EDUCATION

*1987 – BFA, Communication Graphics
Edinboro University of Pennsylvania*

PORTFOLIO

sanctus-digital-art-studio.com

Erie, PA | 814-504-1394
philipventrello@gmail.com

PROFESSIONAL EXPERIENCE

FOUNDER AND CREATIVE DIRECTOR

MUNIO Self Defense – Erie, PA – since 2014

- Lead end-to-end brand development from concept and patenting through market launch and continued brand growth
- Create all brand assets including identity, product design, artwork, photography and packaging for 40+ SKUs
- Manage full product life cycle from concept through production
- Successfully operate within and adapt to Amazon's volatile, algorithm-driven, restriction-heavy environment for 12+ years
- Manage product development, vendor sourcing, production, and instructor and distribution relationships
- Develop audience targeting and brand positioning strategies
- Integrate AI tools to improve creative throughput and marketing efficiency
- Produce hundreds of marketing assets supporting brand growth and customer engagement

FOUNDER AND CREATIVE DIRECTOR

Sanctus Enterprises LLC – Erie, PA – since 2011

- Utilize AI tools and Adobe Creative Suite to create digital artwork for a variety of Direct-To-Print merchandise for e-commerce platforms
- Deliver freelance full-service art direction and design
- Lead creative design and development, branding and campaign strategy, and marketing execution

ART DIRECTOR / SENIOR DESIGNER

Sooy & Company – Elyria, OH – 2007 to 2009

- Led creative development for client campaigns across print and digital media with an emphasis on technology and higher education
- Collaborated with teams to execute cohesive brand and marketing strategy and initiatives

ART DIRECTOR

Core Creative, Inc. – Erie, PA – 1998 to 2006

- Directed creative projects across diverse industries including healthcare, higher education, sporting goods, industrial and retail
- Developed campaigns spanning print, advertising and digital platforms

ART DIRECTOR / DESIGNER

Donn Advertising – Erie, PA – 1989 to 1998

- Progressed from Designer to Art Director, leading creative development for primarily industrial and health care clients