

lau gallico

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Where I'm Going:

My objective is to create innovative and esthetically pleasing designs and art using my own unique style and to utilise my marketing and advertising background to progress and enhance all aspects of my career.

What I've Learned:

School of Visual Arts, NYC, 2000-2004

BFA, majoring in Advertising

Exhibited work by invitation at The Art Directors Club, 2003

Where I've Been:

de Castellane Gallery, April 2010 - Present

Gallery Sales Associate/ Assistant to Curator

Responsibilities include data entry and management, shipping and receiving of art, handling and storage of art, inventory, sales and payment processing, PR research and marketing, and installation of art for exhibition. Also responsible for general tidiness of the gallery as well as assisting curator with any other task he might need help with.

EK Success Ltd., October 2006 - August 2008

Corporate Marketing - Graphic Designer

Responsible for, but not limited to, all advertising and promotional materials for the core company as well as its many brands. This includes branding, print ads (consumer and trade), e-mail blasts, web banners, web site maintenance, coordinating photo shoots and archiving all product photography, trade show graphics and signage, in-store merchandising and more.

RFC&P, February 2005 - October 2006

Junior Art Director

Responsible for design of all new and existing client collateral, assisting Creative Director with photo shoots, press runs, casting calls for broadcast. Extensive trade show signage design.

Salon and Spa 5, July 2002 - January 2005

Salon Coordinator, Freelance Design Work

Assisted Marketing Director with concepts, design and copy writing for advertising and public relations. Managed client appointments and billing. Promoted and sold high end products, extensive product training and knowledge was required.

What I Can Do for You:

- Mac and PC savvy
- CS3, Quark 6.5, Acrobat Professional, Word, Excel, and Power Point.
- Basic Flash animation skills
- Excellent Illustration Skills both digital and hand (if I don't say so myself)