

# monica

## GAIGE-ROSENSWEIG

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### { macys }

June 2004 • October 2010  
ART DIRECTOR

- Concepted, created, photo art directed and designed regular and sale direct mail pieces, including catalogs, newspaper, magazines and postcards for the Men's & Kid's Group, as well as, Ready-to-Wear.
- Developed, collaborated, created, photo art directed and designed special themed seasonal campaigns including, Holiday, Valentine's, Mother's and Father's Day and Back-to-School, following corporate directives.
- Photographed on location through out the United States and abroad. In addition to location photography, created and produced elaborate studio environments, such as, the Mohave Desert and a Hollywood movie soundstage for fashion books.
- Managed and supervised a full-time staff of six Art Directors and additional freelancers for the fashion division.
- Was one of four shooting Art Directors that was promoted to Photography Art Director.
- Established and created interim photography division utilizing staff and freelance Art Directors, while maintaining on time photography completion.
- Worked with VP Creative Director, Creative Director, Buyers, Traffic Coordinators and Art Buyers to arrange fashion shoots and talent casting for RTW and Men's & Kids; including photographers (staff and outside), stylists hair and make-up artists, prop stylist and models.
- Developed and maintained the shooting calendar for departments including, RTW, Men's & Kids, Special Projects and Storewide.
- Secured and maintained deadlines on projects working with Traffic Coordinators, Marketing Directors, Production and Retouching Divisions.
- Appeared in *Unwrapping Macy's*, an 8-part reality TV show featuring different aspects of how the department store functions. My episode showcased the creative art direction for a Miami photo shoot and how we dealt with and confronted various issues that arose in the course of that on-location shoot.

### { lord & taylor }

August 2001 • April 2004  
ART DIRECTOR

- Designed, created, photo art directed, and concepted all regular price and special themed fashion newspaper (ROP) advertisements.
- Concepted, designed, and photo art directed all cosmetic, fragrance and event campaigns including; Estée Lauder, Lancôme, Clinique, Elizabeth Arden, and Borghese.
- Developed, and designed on a yearly basis, all seasonal campaigns including; Holiday, Valentine's Day, Mother's Day, Father's Day and Thanksgiving for regular price, cosmetic and classification ads.
- Created and concepted all classification and national sales event advertisements including Calvin Klein, Jockey, Nautica, menswear, coats, intimate, and cashmere for men and women.
- Created, concepted, art directed, designed and oversaw all photography (in-house and freelance) for regular price still-life advertisements, including all holiday and themed weekends.
- Updated AEAD (Associate Executive Art Director) on a daily basis on all work generated by ROP departments and status of all projects in all stages.
- Worked with AEAD, Creative Director, Creative Services and Producer to arrange all ROP fashion shoots; including photographers, stylists, hair and make-up artists, prop stylist and model booker.
- Supervised and oversaw all MAC computer department image corrections, modifications and regional newspaper ad building with final approval for all work generated.