

MARIESA K. BENEVENTANO

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SUMMARY OF QUALIFICATIONS

Creative marketing leader with an MFA & 7+ years of experience across graphic design, photography, videography, & brand strategy. Proven track record of leading end-to-end content creation, managing multi-channel campaigns, & elevating brand presence for national & regional organizations. Known for blending strong visual storytelling with strategic marketing, workflow optimization, & cross-functional collaboration.

EDUCATION

MFA | University of Delaware | Fine Arts in Photography

Newark, DE | 2022

BFA | Penn State University | Visual Arts in Photography

State College, PA | 2019

SKILLS & EXPERIENCE

Legacy Kitchen Design Center

October 2025 to Present

Marketing Manager

- Lead all content creation & creative direction as a one-person team, producing video, photography, & design assets from concept through final delivery
- Script, storyboard, film, & edit short-form video content, publishing 3+ videos per week using a mix of trend-driven & original concepts
- Plan, capture, & edit on-site photography & video during completed projects & installations, using both controlled lighting & natural light across web, social media, print, & advertising, including professional headshots
- Independently manage content strategy, planning & adapting content calendars while maintaining a consistent brand voice & visual identity
- Redesign & maintain a WordPress website, improving user experience, visual storytelling, & overall site engagement
- Develop & launch paid advertising campaigns across Meta & Google Ads, including copywriting, creative production, & campaign setup
- Design all print & digital marketing materials from scratch, including brochures, signage, & promotional collateral, & create weekly email campaigns through Mailchimp
- Establish & maintain brand guidelines, including the creation of a brand book to ensure consistency across all platforms
- Translate complex concepts into clear, visually engaging content through video, photography, & design

College Town Communities — Malvern, PA

July 2024 to October 2025

Graphic Designer, Photographer, Videographer & Marketing Specialist

- Led end-to-end marketing, branding, & creative production for 8+ nationwide student housing & market-rate properties with localized campaigns.
- Designed & produced digital & print collateral including signage, brochures, infographics, environmental graphics, motion assets, & custom merchandise.
- Owned full-cycle photo & video production from scripting & storyboarding through shooting, editing, & delivery.
- Launched & managed an Asana-based workflow & content calendar system, improving cross-departmental coordination & efficiency.
- Directed & supported 12+ property managers on brand compliance, on-site marketing execution, & social media coordination.
- Led social media content strategy & copywriting, significantly increasing brand visibility & engagement.
- Co-led a company-wide rebrand & drove ongoing branding, website, & merchandise strategy supported by competitive research & reporting.
- Designed & maintained SEO-optimized Wix websites; conducted UX & visual audits to ensure brand consistency across digital channels.

Mariesa Beneventano: Visual Storyteller **January 2017 to Present**

Freelance Multimedia Designer, Photographer & Videographer

- Capture & produce photography for commercial brands, creatives, & organizations across digital & print platforms
- Lead creative direction from concept through final delivery, including shoot planning, composition, lighting, & post-production

Alexander Historical Auctions LLC | Chesapeake City, MD **September 2023 to June 2024**

Director of Photography & Marketing

- Developed & executed photography & video concepts aligned with brand identity & target audiences.
- Managed studio operations, lighting, equipment, & production workflows to ensure consistent, high-quality output.
- Integrated visual assets into email marketing, digital advertising, & social media campaigns to increase engagement.

PrimoHoagies Franchising | Westville, NJ **October 2022 to June 2023**

Lead Graphic Designer, Videographer & Photographer

- Designed & executed multi-platform visual content including product photography, social media graphics, motion content, & billboard signage.
- Produced video & motion graphics for seasonal campaigns using Premiere Pro & After Effects.
- Managed multiple concurrent creative projects in a fast-paced, deadline-driven environment.

University of Delaware | Newark, DE **January 2021 to May 2022**

Graduate Teaching Professor

- Developed & taught undergraduate photography curriculum covering technical, aesthetic, & conceptual foundations.
- Instructed students in camera operation, lighting, editing workflows, & visual storytelling.
- Led critiques & portfolio development to prepare students for professional or graduate-level work.

ArtsWork CityFest | Wilmington, DE **May 2021 to July 2021**

Photography Program Lead & Instructor

- Designed & led a community-based summer photography program for high school students as part of a citywide arts initiative.
- Taught digital photography techniques, editing workflows, & creative composition.
- Mentored students in portfolio development; program culminated in a curated public exhibition with student artwork sold.

HONORS, GRANTS, & AWARDS

Canon U.S.A. Inc. in Harrisburg, PA **February 2010 to May 2019**

- Assisted in teaching youth & community members the fundamentals of photography & visual storytelling through outreach programs led by Canon U.S.A. Inc. & the Hispanic American Community Center.
- The only participant to successfully complete the full program, recognized for perseverance & performance in a highly competitive environment.
- The program received national recognition from Annie Leibovitz & Ron Howard as part of an award-winning arts outreach initiative.

Canon Photography Teaching Grant

Full-Time Tuition Scholarship | University of Delaware

Leslie P. Greenhill Photography Award | Penn State University

Girl Scout Gold Award

EXHIBITIONS

The Delaware Contemporary MFA Exhibition

WIRWIR International Gallery Exhibition

Penn State BFA Solo Exhibition