

MARIESA K. BENEVENTANO

Wilmington, DE | (717) 602-7072 | mariesabenny@msn.com | www.mariesabphotography.com

SUMMARY OF QUALIFICATIONS

Multifaceted creative professional with an MFA in Fine Arts and extensive experience in graphic design, photography, videography, and marketing strategy. Proven ability to lead end-to-end content creation — from ideation and scripting to production and post-production — across digital and print platforms. Skilled in brand development, social media management, and cross-functional collaboration to drive engagement and elevate brand presence for diverse clients and properties nationwide. Adept at managing multiple projects simultaneously, streamlining workflows with project management tools, and producing compelling visual storytelling that resonates with target audiences. Passionate about blending artistic vision with strategic marketing to deliver innovative, high-impact campaigns.

EDUCATION

University of Delaware in Newark, DE
MFA in Fine Arts with an emphasis in Photography

College of Arts and Sciences: Department of Art & Design
2020 to 2022

Pennsylvania State University in State College, Pennsylvania
BFA in Visual Arts with an emphasis in Photography — Dean's List 2019

College of Arts and Architecture: School of Visual Arts
2015 to 2019

SKILLS & PROFESSIONAL EXPERIENCE

College Town Communities in Malvern, PA

July 2024 to Present

Graphic Designer, Photographer, Videographer & Marketing Specialist (Hybrid)

- Lead end-to-end marketing, branding, and creative production for 8+ nationwide student housing and market-rate properties, each with tailored campaigns and localized branding strategies.
- Design and produce all digital and print collateral, including hand-drawn illustrations for custom merchandise, signage, brochures, infographics, environmental graphics, and motion assets.
- Own full-cycle photo and video production — scripting, storyboarding, location planning, casting, lighting setup, budget creation, and editing using Canon gear, strobes, Adobe Creative Cloud, Luminar, and CapCut.
- Launched the company's Asana-based workflow and content calendar system to streamline task management, approvals, and scheduling across departments.
- Manage and direct over 12 property managers regarding on-site marketing execution, brand compliance, content needs, and social media coordination.
- Lead all social media content creation, including writing original captions and taglines; significantly improved brand visibility and engagement across platforms.
- Present creative concepts and marketing performance directly to company owner during weekly/monthly department meetings.
- Co-led company-wide rebrand and currently drive all branding, web, and merch strategy per location; conduct in-depth competitive research and create reports to guide direction.
- Design and maintain SEO-optimized Wix websites; conduct UX and visual audits to ensure consistency across digital channels.
- Spearhead interior design upgrades across properties, overseeing wallpaper selection, decor, paint, and flooring choices to align physical space with digital branding.
- Collaborate cross-functionally with property managers and directors to enforce marketing standards, manage monthly budgets, and coordinate with vendors and freelancers.
- Tools: Adobe Creative Cloud, Lightroom, Premiere Pro, After Effects, Luminar, Asana, Meta Business Suite, Canva, CapCut, Wix.

Mariesa B Photography

January 2017 to Present

Freelance Multimedia Designer, Photographer & Videographer

- Deliver high-impact creative content for a variety of clients, including food photography, fine art portraiture, headshots, and commercial branding.
- Concept, shoot, and edit visual assets for both print and digital applications, ensuring alignment with client brand identity.
- Work featured in recognized galleries and publications including WIRWIR (international) and The Delaware Contemporary.
- Maintain full creative direction from client intake to final delivery.

Alexander Historical Auctions LLC in Chesapeake City, MD

September 2023 to June 2024

Director of Photography & Marketing

- Produced branded visual content that captured historical artifacts and company events, supporting both sales and brand storytelling.
- Developed and executed original photography and video concepts aligned with brand identity and target audiences.
- Managed studio operations, photo gear, and technical troubleshooting to ensure efficient and high-quality output.
- Integrated visual assets into email marketing, digital ads, and social media to boost engagement and strengthen narrative branding.

PrimoHoagies Franchising in Westville, NJ**October 2022 to June 2023***Lead Graphic Designer, Videographer & Photographer*

- Designed and executed multi-platform visual content, including product photography, social media graphics, animated videos, and digital signage.
- Created custom video content and motion graphics using Premiere Pro, After Effects, and iMovie, tailored to seasonal campaigns and promotions.
- Managed multiple concurrent design and media projects in a deadline-driven environment, consistently delivering polished and on-brand creative work.

University of Delaware in Newark, DE**January 2021 to May 2022***Graduate Teaching Professor & Photographer Publication & Social Media*

- Designed and taught an undergraduate photography curriculum covering technical, aesthetic, and conceptual foundations.
- Instructed students on camera mechanics, lighting, editing (Photoshop & Lightroom), and visual storytelling.
- Led critiques and portfolio development to prepare students for careers or advanced study in the visual arts.
- Photographed events in the College of Arts & Sciences for publication & social media.

ArtsWork CityFest in Wilmington, DE**May 2021 to July 2021***Teaching Artist in Photography*

- Designed and led a summer photography program for local high school students as part of a community-based arts initiative.
- Instructed students in digital photography techniques, editing workflows, and creative composition.
- Mentored students in developing personal portfolios and preparing work for public presentation.
- Program culminated in a professionally curated exhibition where students successfully sold their artwork.

Gamut Theatre in Harrisburg, PA**January 2017 to January 2020***Freelance Multimedia Designer, Photographer & Videographer*

- Captured production rehearsals, headshots, and promotional stills for theatrical marketing use.
- Delivered web and print-ready assets under tight timelines for active performance seasons.

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

- Assisted in teaching youth and community members the fundamentals of photography and visual storytelling through outreach programs led by Canon U.S.A. Inc. and the Hispanic American Community Center.
- Received hands-on training from a professional photographer affiliated with Canon U.S.A. Inc., National Geographic, and the Jane Goodall Institute.
- Selected as the only participant to successfully complete the full program, recognized for perseverance and performance in a highly competitive environment.
- The program received national recognition from Annie Leibovitz and Ron Howard as part of an award-winning arts outreach initiative.

EARLY INTERNSHIPS

College of Communications in State College, PA**August 2010 to May 2019***Intern*

- Assisted with editorial and studio photography for print and digital publications.

Webstaurant Store in Lititz, PA**May 2018 to July 2018***Intern*

- Styled and photographed food products for social media and e-commerce, collaborating with creative teams to maintain brand consistency.

EXHIBITIONS

The Delaware Contemporary MFA Exhibition

May to June 2022

WIRWIR International Gallery Exhibition

April to May 2022

Penn State School of Visual Arts BFA Exhibition

February to March 2019

Penn State BFA Solo Exhibition

December 2018 to January 2019

Once Upon a Fairytale Exhibition

January to December 2017

Fuse Productions Presents Assassins: Photography Exhibition

November to December 2016

Multi-Culture In a New Light Exhibition

June to August 2016

HONORS & AWARDS

Canon Photography Teaching Grant

August 2021

Full-Time Tuition Scholarship to the University of Delaware

August 2020

Leslie P. Greenhill Photography Award

August 2018

Girl Scout Gold Award

March 2015