

MARIESA K. BENEVENTANO

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SUMMARY OF QUALIFICATIONS

Multidisciplinary visual arts professional with 7+ years of experience spanning arts education, photography, design, and project management. Experienced in developing and leading photography curriculum and community-based arts education programs for university and high school students, including hands-on instruction, mentorship, and public exhibition. Skilled in coordinating multiple creative projects, building organized workflows, collaborating across teams, and creating engaging experiences for diverse audiences. Brings a strong foundation in studio art and arts education with an MFA in Fine Arts.

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 May 2026

Marketing Manager

- Lead creative production & project coordination as a one-person team, managing photography, video, design, web, & marketing projects from concept through final delivery
- Plan, script, capture, & edit recurring video content while independently managing production schedules, deadlines, & changing priorities
- Coordinate on-site photography & video production for completed projects & installations, using controlled & natural lighting across digital, print, social media, & advertising
- Independently manage content planning & maintain organized content calendars while ensuring a consistent brand voice & visual identity
- Redesign & maintain the company's WordPress website, improving user experience, visual storytelling, & overall site engagement
- Develop & manage digital advertising initiatives across Meta & Google Ads, including planning, copywriting, creative production, & campaign setup
- Design print & digital materials including brochures, signage, promotional collateral, & weekly email communications through Mailchimp
- Develop & maintain brand standards, including creation of a comprehensive brand book to establish consistent visual & communication guidelines

College Town Communities — Malvern, PA

July 2024 to October 2025

Graphic Designer, Photographer, Videographer & Marketing Specialist

- Coordinated creative production and localized marketing initiatives for 8+ student housing and market-rate properties nationwide
- Managed budgets for property events and recurring weekly resident programs, working with property managers to plan spending and support on-site programming
- Created and managed an Asana-based workflow and content calendar system to improve organization and cross-departmental coordination
- Directed and supported 12+ property managers in brand compliance, on-site marketing execution, event promotion, and social media coordination
- Managed concurrent photography, video, design, signage, environmental graphics, and promotional projects from concept through delivery
- Co-led a company-wide rebrand and supported ongoing branding, website, and merchandise initiatives through research and cross-team collaboration

Alexander Historical Auctions LLC | Chesapeake City, MD

September 2023 to June 2024

Director of Photography & Marketing

- Managed day-to-day studio operations, lighting, equipment, & production workflows to maintain an organized, efficient, & consistent creative environment
- Planned & executed photography & video projects aligned with organizational needs, brand identity, & target audiences
- Coordinated multiple visual projects while maintaining production standards, deadlines, & consistent image quality
- Integrated photography & visual assets into email marketing, digital advertising, & social media campaigns

PrimoHoagies Franchising | Westville, NJ

October 2022 to June 2023

Lead Graphic Designer, Videographer & Photographer

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

University of Delaware | Newark, DE

January 2021 to May 2022

Graduate Teaching Professor

- Developed & taught undergraduate photography curriculum covering technical, aesthetic, & conceptual foundations
- Led hands-on instruction in camera operation, lighting, editing workflows, & visual storytelling for students with varying levels of experience
- Facilitated critiques & mentored students through portfolio development, providing individualized feedback & guidance
- Managed course projects, instructional materials, & classroom workflows to support an organized & engaging learning environment

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
- Developed & delivered hands-on instruction in digital photography, editing workflows, visual storytelling, & creative composition
- Mentored students through portfolio development & preparation of final artwork
- Guided the program through a culminating curated public exhibition featuring student artwork offered for sale

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 arts outreach programming led by Canon U.S.A. Inc. & the Hispanic American Community Center
- Progressed through the long-term program while supporting photography instruction & creative development for other participants
- Participated in an award-winning community arts initiative that received national recognition from Annie Leibovitz & Ron Howard

Canon Photography Teaching Grant

Full-Time Tuition Scholarship | University of Delaware

Leslie P. Greenhill Photography Award | Penn State University

EXHIBITIONS

The Delaware Contemporary MFA Exhibition

WIRWIR International Gallery Exhibition

Penn State BFA Solo Exhibition