

Hi, I'm Shane Ermitano.

Contact

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Education

BFA Fine Arts, Graphic Design
The University of Central Arkansas

References

Available upon request.

Experience

Co-Founder, Creative Director *Pistol Lake, Men's Apparel Brand*

2012 - Oct 2015
Los Angeles, CA

- Developed, produced and launched two Kickstarter campaigns to test market viability, raising over \$106,000; set record for fastest growing fashion Kickstarter in 2012.
- Successfully designed and manufactured 2,000+ shirts and hoodies.
- Fulfilled all 563 Kickstarter orders within first year of launching campaign.
- Hired, managed team including warehouse manager, apparel designers and photographers.
- Created Pistol Lake voice and branding, customer experience; grew social audiences organically by 50% within 6 months; shot and edited all online, editorial and video assets.
- Established Pistol Lake's entire e-commerce presence utilizing Shopify platform.
- Planned/executed build-out of warehouses, created fulfillment processes.
- **Press features:** Huckberry, Inc.com, Time Magazine, Urbandaddy.

Senior Art Director *Walgreens Corporation, Nation's Leading Drugstore Chain*

2012 - 2013
Chicago, IL

- Responsible for leading sitewide creative for the consumer shopping experience on Walgreens.com and corresponding email/social media assets; oversaw product photography shoots.
- Close collaboration with CD, UX manager and merchandising marketing team led to an increase in Customer Satisfaction Score by 16+ points, the largest increase in the company's history.

Art Director *Magnani Continuum Marketing, B2B-focused Marketing Agency*

2010 - 2012
Chicago, IL

- Lead creative in collaboration with copywriter, Kelly Kulaitis, on "Run The Warehouse" campaign for Marriott International; campaign led to a \$42 million of YOY revenue growth (381x ROI).
- Recipient 2011 Davey Awards - Integrated Campaign Gold Winners - Marriott International.
- Recipient 2011 Award of Distinction Communicator Award - CME Group.
- **Clients:** CME Group, CNA, Marriott International, Siemens Corporation.

Alumni '09 *TechStars, Competitive Global Tech Startup Incubator*

Summer 2009
Boston, MA

- Selected from 527 companies as one of nine admitted to inaugural class of 2009, Boston (LangoLAB).
- Received \$18,000 in seed funding, 3 months coworking space, mentorship from top tech influencers.
- Refined web application, established brand identity, conducted UX tests and gained 3,000+ memberships; demo day pitch at end of program to over 200 investors and tech leaders.

Co-Founder, Art Director *LangoLAB, Foreign Language Learning Application*

2008 - 2010
Chicago, IL

- Fulfilled market niche of entertaining approach to English as a second language learning model.
- Produced/oversaw all creative, managed LangoLAB; bootstrapped 18 months before TechStars.

Design Intern / Designer *Tangible Worldwide, Interdisciplinary Design Agency*

2007 - 2008
Chicago, IL

- Acquired new business with spec work as an intern, resulting in full-time position with agency.
- Designed digital and print collateral for nationally recognized brands.
- **Clients:** Adler Planetarium, Chico's, Comcast Cable, Pitchfork Music.