

**PETER KOBLISH**  
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**PROFESSIONAL EXPERIENCE**

**TIFFANY & CO. New York, NY (08/15-12/23)**

**Vice President, Creative Director, Global Marketing**

Concepted and oversaw global campaigns for High Jewelry, Jewelry Collections and launches, Home & Accessories, Love & Engagement, Watches, Craftsmanship programs and licensed Fragrances and Eyewear. Managed a team of 15 that included print, digital, copy, and packaging design; direct assets used across all marketing channels: social, paid social, emails, Tiffany.com, banner ads, clienteling, invitations, and out-of-home advertising.

Worked closely with global marketing to align on overall brand messaging.

Developed and presented 360 strategic decks for internal and regional meetings.

Oversaw print and digital retouching for all global print, digital, and film creative.

Oversaw the marking, print, and digital assets for the China region from 2019-2022.

Co-lead of the LGBTQIA ERG with the DEI department from 2019-2021.

**LAIRD+PARTNERS New York, NY (09/14-03/15)**

**Associate Creative Director**

Managed a team of two graphic designers and an art director. Designed advertorial campaigns, fragrance packaging and in-store point of sale for Donna Karan, DKNY, Diane Von Furstenberg, and Beyonce Fragrances. Extensive client collaboration, involvement from original concept to finished project.

**CALVIN KLEIN, INC. New York, NY (11/10-9/14)**

**Senior Art Director of Creative Studio at Calvin Klein**

Oversaw print and digital components for select Calvin Klein brands including Collection, White Label, Eyewear, Underwear, Swim, Home & Fragrance. Maintained the look and feel of calvinklein.com, including art directing all online campaigns (home and landing pages). Worked directly with the V.P.s of design, fashion, and marketing departments.

**BARON & BARON, INC. New York, NY (09/03-11/10)**

**Art Director**

Designed advertorial campaigns, product and packaging, fragrance/beauty/cosmetic in-store point of sale, and corporate identities for clients such as Alexander Wang, Aspree, Burberry, CAA, Calvin Klein, Fendi, Giorgio Armani, Hugo Boss, Ian Schrager Hotels, Maison Martin Margiela, Michael Kors, Prada, and Pringle of Scotland. Extensive client collaboration, involvement from original concept to finished project.

**SCHOLASTIC, INC. New York, NY (2/99-09/03)**

**Associate Art Director**

Book Group (Young Adult paperbacks, Licensing & Mass Media)

Designed book jackets and interiors, commissioned original artwork, coordinated photo shoots, created logos and identities for numerous book series, and developed relationships with art representatives and artists.

**EDUCATION**

PURDUE UNIVERSITY West Lafayette, IN

B.A. in Advertising with a concentration in Graphic Design

**PROFESSIONAL SKILLS**

Advanced knowledge of InDesign, Adobe Photoshop and Illustrator.

Thorough knowledge of prepress and print production.