



DARCY C. VENEZIALE, CPSM

Associate | Business Development Manager

Experience:

Darcy Venezia joined The Lighting Practice in 2012 and has been a driving force behind TLP's marketing and business development efforts. She works closely with leadership to grow and improve TLP's national client and design partner relationships. Darcy also uses her background in graphic design to provide guidance to the marketing team in their efforts to promote TLP's brand and maintain marketing materials, online identity, and responses to qualification and proposal requests.

Education:

Bachelor of Fine Arts in Communication Design, Kutztown University

- *Focus in Brand Identity & Advertising*

Professional Awards:

- *The SMPS Marketing Communications Awards (MCA):
Award of Excellence for Social Media - Digital, 2020*
- *SMPS Philly's Phinest Awards*
 - *1st Place and Best in Show, Promotional Campaign (Digital) – 2020, TLP 30th Anniversary Campaign*
 - *1st Place, Promotional Campaign (Digital) - 2021, 'We are TLP' LinkedIn Campaign*

Professional Activities & Organizations:

- *Certified Professional Services Marketer (CPSM)*
- *Society for Marketing Professional Services (SMPS) – Member*
 - *SMPS Philadelphia Chapter Board (2020 - 2021) – President*
 - *SMPS Philadelphia Chapter Board (2020 - 2021) – President Elect*
 - *SMPS Philadelphia Chapter Board (2018 - 2020) – Education Director*
 - *SMPS Philadelphia Chapter Board (2015 - 2017) – Communications Director*
 - *SMPS Philadelphia Chapter Communications Committee – 2014 PR Chair*
- *2014 SMPS Northeast Regional Conference: The ÜBER Conference*
 - *Promoted conference via social media*
- *WTS Philadelphia – Member*
 - *WTS Philadelphia Board (2019 - 2021) – Marketing Communications Vice-Chair*
- *Commercial Real Estate Women (CREW) – Member (2014 - Present)*
 - *CREW Philadelphia Chapter Membership Committee*
 - *Membership Committee 2014 MVP*
- *Association of Medical Facility Professionals (AMFP) - Member (2021 - present)*
- *Women in Lighting + Design, Philadelphia Chapter - Member (2016 - present)*