

CONTACT INFORMATION

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ABOUT ME

I am an award-winning creative professional with more than 19 years of experience. My background in graphic design and entertainment offers a valuable and versatile perspective. I am cool under fire and the consummate team player who motivates others to succeed. You may not find another who will work harder to get the job done—and done right. My master's degree in fine arts and bachelor's degree in business provides a unique combination of talent and expertise. Finally, stir in a heaping sense of humor, bake at 98.6°, and you get a professional who can add tremendous flavor to your marketing recipe.

SKILLS

CREATIVE SKILLS

Creative direction | Graphic design | Web design
Social media management | Brand management
Copywriting | Proofreading | Wireframing
Storyboarding | Presentations | Photo retouching
Photo shoots | Prepress management | Fine art
Illustration | Print production | Tradeshow graphics

SOFTWARE SKILLS

Adobe Creative Suite (Acrobat Professional, Bridge, Illustrator, InDesign, Photoshop) | Google Apps
Apple iWork (Keynote, Numbers, Pages)
Microsoft Office (Excel, PowerPoint, Word)

EDUCATION

NEW YORK ACADEMY OF ART

MAJOR: FINE ARTS

MASTER OF FINE ARTS, MAY 1996

CORNELL UNIVERSITY

MAJOR: HOTEL ADMINISTRATION

BACHELOR OF SCIENCE, MAY 1992

WORK EXPERIENCE

DIRECTOR OF CREATIVE SERVICES
AND SOCIAL MEDIA

STATE FAIR GROUP

- Provide creative direction and social media management for one of the area's oldest and most successful family-owned businesses
- Oversee all design and social activities for more than six unique business lines, including:
 - State Fair Meadowlands (Fair)**
21k+ social followers; 400k+ annual guests
 - State Fair Seasons (Retail Store)**
14k+ social followers
 - Sussex County Miners (Baseball)**
8k+ social followers; 90k+ attendance (2016)
 - Skylands Stadium (Event Venue)**
7k+ social followers
 - New Meadowlands Market (Flea Market)**
2k+ social followers; 15k+ weekly attendance
 - Pompton Sport Center (Retail Store)**
3.5k+ social followers
- Manage advertising, collateral, social media, email marketing, and websites
- Design print and online graphics for sales, promotions, email campaigns, presentations, apparel, merchandise, novelty items, and special events
- Refine brand strategy for a \$250k+ annual budget

BELLEVILLE, NJ

DEC 2014–PRESENT

CREATIVE DIRECTOR

MARK CREATIVE STUDIO

- Designed and developed print and digital graphics for a broad range of advertising and collateral, including web, social media, email marketing, brand identity, promotional materials, brochures, catalogs, posters, presentations, and packaging
- Inspire a team of creative professionals who specialize in developing innovative design, multimedia, and web solutions
- Clients include notable agencies such as Brian J. Ganton & Associates, SS&B Advertising, RevHealth, Solstice Health Communications, KnowledgePoint360, and HealthEd

MILLSTONE TOWNSHIP, NJ SEP 2013–DEC 2014

FREELANCE ART DIRECTOR

FREEDOM MORTGAGE

- Provided art direction for one of the fastest growing mortgage lenders in the country
- Maintained corporate design standards, guidelines, and best practices

FREELANCE GRAPHIC DESIGNER

PHILADELPHIA EAGLES

- Provided graphic design services for one of the most storied franchises in the National Football League

NJ/PA

APR 2014–AUG 2014

CREATIVE DIRECTOR

NEWARK BEARS

- Provided creative direction for Newark's legendary professional baseball team
- Oversaw all creative activities for the team, including web, advertising, branding, collateral, social media, email marketing, photography, publicity, community involvement, and game presentation
- Responsible for managing and developing the awareness of the team through creative and captivating promotions across all marketing mediums
- Designed and developed print and online graphics for sales, promotions, email campaigns, presentations, merchandise, and special events
- Maintained web and social media sites, refined UI and UX design
- Worked with major sponsors such as Coca-Cola, Panasonic, Audible, Rutgers, NJIT, Prudential, Barnabas Health, and Garden State Fireworks

NEWARK, NJ

FEB 2013–SEP 2013

SENIOR GRAPHIC DESIGNER

COMVERGE

- Florham Park, NJ | Mar 2009–Feb 2013

SENIOR GRAPHIC DESIGNER

PERSHING

- Jersey City, NJ | Sep 2007–Jan 2009

FREELANCE ART DIRECTOR

THE CREATIVE GROUP

- Princeton, NJ | Mar 2007–Sep 2007

SENIOR GRAPHIC DESIGNER

ETS (EDUCATIONAL TESTING SERVICE)

- Princeton, NJ | Jun 2006–Mar 2007

ART DIRECTOR/SENIOR GRAPHIC DESIGNER

PME COMMUNICATIONS

- Knoxville, TN | Apr 2005–May 2006

MARKETING MANAGER/SENIOR DESIGNER

ABS CONSULTING

- Knoxville, TN | Apr 1997–Sep 2003

PLUS: HOLIDAY INN CROWNE PLAZA,
DRAGON HOUSE RESTAURANT,
MCDONALD'S, AND MORE

PARTIAL CLIENT LIST

Lilly | Ferrara & Company | Arm & Hammer | Crest
OxiClean | Walmart | BGB New York | E. Fitz Art
The Allergy, Asthma, and Sinus Center | ArcMesa
The Dr. Bob Show | Tennessee Orthopaedic Clinics
The Breazeale Clinic for Plastic Surgery | TalentSphere
East West Connection | Wizard Entertainment
McGraw-Hill | Jean-Philippe Photography