

A problem solver and innovator of creative solutions. An inspiring team leader who strives to be a resource and role model for all varieties of personalities. The go-to individual that is a master user of the Adobe Creative Suite. Obsessed with break-through technology and always pitching to try the road not yet traveled. Additionally, a reliable project manager and strategist who can deliver on a variety of needs ranging from events, mobile, web and UX design, traditional print, film/tv production and virtual/augmented reality.

Experience

16'

Creative Director (TDY)

Save the Children, Fairfield, Ct, July 2016 – January 2017

Successful launch of a re-brand across 30 member countries. This includes all new visual identity, photography, brand messaging and video standards. Manager of the roll-out across all offices.

Director and producer of multiple VR/360° films, leading concept to creation focusing on 3 children from around the world. The films align with our global editorial calendar to focus on Refugee's, Health and Education.

Team of 5+ direct reports. Director for over 250 projects ranging from graphic design, multimedia campaigns, video shoots / production, 360° integrated content campaigns and global reports.

Co-Creator of the digital innovation: Play. Stream. Vlog. Save. a fundraising initiative that unites video gamers and YouTube vloggers under one umbrella. To date, it has raised over \$500,000 and grown partnerships with Twitch.tv, Facebook, Google, Tiltify, GamingForGood and Makers Studio.

Ground up design of 25,000+ page website. Mobile first UX design. Migration from old platform onto Adobe AEM back-end.

15'

Associate Creative Director

Save the Children, Fairfield, Ct, April 2015 – Present

Project manager for over 600 projects per year. Implementor of a new creative brief, project intake and production set back schedules. Creative presenter on all creative pitches. Brand liaison for over 600 employees.

Team of 3+ direct reports who create over 60% of our external facing marketing material. These include print publications, digital advertisements and email marketing, content marketing materials, and 360° integrated campaigns.

Sitting member of 3 agency marketing boards: 1) Brand Review Board, design reviewer of 100% of marketing material produced by Save the Children. 2) Editorial Board; voting member of editorial board which steers the content and marketing for the agency. 3) Humanitarian Action Team; Voting member for the team devoted to fast response of humanitarian crisis's including marketing and level of response.

Lead creative on 6+ events. Save the Children's Illumination Gala is a joint partnership with Johnson&Johnson. These events exhibited experiential aspects of Virtual Reality and Projection Technology. The 2 Gala's combined have raised over 5 million dollars.

14'

Art Director

Catapult Marketing (Epsilon), Westport, Ct, February 2014 - April 2015

Digital designer for Frontier Communications client. Strong background in digital design drove to the development of a data based digital design standard.

Design lead on 2014 and 2015 quarterly marketing campaigns for Frontier Communications. Concept and creative lead on multiple tactics including digital landing pages, e-mail campaigns, print advertisements and TV commercials. Landing pages created for the third quarter campaigns yielded some of the highest conversion rates to date.

Strategist for best practices templates for landing pages, e-mails and digital banners. The generation of best practices has substantially improved the efficiency of producing digital work. On average it has cut down rounds of client feedback by roughly 50 percent.

Design of interaction for Facebook game and sweepstakes: Frank's Road Race.

Pitch experiential creative materials for Kellogg's (Cheez-It and Pringles), Mars Candy (Skittles), Family Dollar, CVS, and American Express.

Experience^(Cont.)

11'

Art Director

Snyder Group Inc, Norwalk, Ct, April 2011 - February 2014

Concept, strategy and design for the UnitedWay #Give4KidsNow campaign. Developed naming, concept, and strategy. Created all 360° campaign materials to coincide with the campaign.

Creative lead for Transact Technologies Incorporated. Produced all design work from events, print and digital. Managed all aspects from concept to production.

Project manager for 10+ clients, running organized status meetings and implicated deadlines for both studio and client time lines.

Structured and implemented a production quality control solution that eliminated multiple production errors and increased efficiency.

Inbound marketing specialist performing as SEO specialist and content developer. Assisted in creating editorial calendars, blog post, meta data keyword optimization, and targeted landing pages.

2+ direct reports with internship program.

10'

Senior Designer / Production

Sign Language, Danbury, Ct, February 2010 - May 2011

Producer of window entry signs for upper level suites at the new Meadowlands Stadium - home of the New York Giants and Jets.

Master of thermal printing and vinyl cutting software, key technical instructor for the agency.

Producer top grossing and largest scale projects to date.

08'

Brand Specialist

Penske Automotive Group, Fairfield, Ct, 2008-2009

Designed a prototype website for smart center of Fairfield. Photography manager for online inventory program.

Created monthly news letters that reached over 250 recipients. Developed, printed, and cut promotional collateral.

07'

Junior Graphic Designer

KatArt Graphics, New Milford, Ct 2007-2008

Produced and installed professional web and print work for regional banking and housing complexes.

Learned and mastered on-press techniques and how to prepare files for production.

Education

Sacred Heart University, May 2011

Fairfield, Ct

Bachelor of Arts — Graphic Design: 3.4 GPA

Skill Set

Training:

SixSigma Yellow Belt Training, QuikSolvr, Ideation training by Google (6/20/16)

Software:

Adobe Creative CC (Photoshop, Illustrator, Dreamweaver, Indesign, Muse, AfterEffects, Premiere, Bridge), HubSpot Inbound Marketing Dashboard, Microsoft Office (Word, Excel, PowerPoint, Outlook), Microsoft sharepoint, MailChimp / Constant Contact template software, FTP, Beta Tester: Facebook WorkPlace, Invision prototyping platform, Hootsuite

Programming:

HTML5, CSS3, Terminal / Linux, PHP