

An inspiring team leader that delivers results across a variety of needs ranging from mobile, web and UX design, traditional print, events, film/tv production and virtual reality. Able to foster a team environment that promotes growth and confidence across all associates, ensuring that projects get delivered on time and surpass expectations. While being a master user of the Adobe Creative Suite, I obsess with new solutions that enable breakthrough technology to uncover solutions and ideas that were previously unheard of.

Experience

16'

Creative Director (TDY)

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

- Launch of a re-brand across 30 member countries while acting as manager of the roll-out across all offices.
 - New visual identity, photography, brand messaging, and video standards.
- 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.
- Managing team of 5+ direct reports while directing 250+ projects.
 - Project material includes: graph design, multimedia campaigns, video shoots, 360* integrated content.
- Co-Creator of the "Play. Stream. Vlog. Save" fundraising initiative to unite video gamers and YouTube vloggers.
 - \$500k+ in fundraising.
 - Partnerships: Twitch.tv, Facebook, Google, Tiltify, GamingForGood, and Makers Studio.
- Creation of over 25k page website which utilized a Mobile First UX design and migrated to improved Adobe platform systems.

15'

Associate Creative Director

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

- Acting Project Manager and Presenter responsible for 600+ projects per year.
 - Implemented new creative brief process including project intake and production set back schedules.
 - Brand Liaison for 600+ employees, providing project oversight for branding purposes.
- Manager of team of 3+ direct reports responsible for creating over 60% of our external facing marketing material.
 - Print Publications, Digital Advertisements, Email Marketing, Content Marketing, 360* Integrated Campaigns.
- Acting member of 3 Agency Marketing boards: Brand Review Board, Editorial Board, Humanitarian Action Team.
 - Provide input across marketing touchpoints of design review, content, and overall marketing strategy.
 - Provide guidance on response time to humanitarian crisis including marketing and level of response.
- Lead creative on over 6 separate events responsible for raising over \$5 million including the Save the Children's Illumination Gala.

14'

Art Director

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

- Utilize strong digital design background to drive development of new data based digital standard for Frontier Communications.
- Design Lead on Quarterly marketing campaigns for Frontier Communications which yielded the highest conversion rates to date.
 - Concept and Creative lead on Digital Landing pages, email campaigns, print and TV advertisements.
- Implemented best practices templates which reduced client feedback by 50% and improved the efficiency of producing high quality digital work.
- Design of interaction for Facebook game and sweepstakes: Frank's Road Race.
- Lead presenter to pitch creative materials to Kellogg, Mars Candy, 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.
- Owned, managed, and produced all design work from events, print, and digital for Transact Technologies Incorporated.
- Project manager for 10+ clients responsible for running organized status meetings and implicated deadlines for both studio and client time lines.
- Structured and implemented a production quality control solution that eliminated 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.
- Managed 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.

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

Bachelor of Arts — Graphic Design: 3.4 GPA

Fairfield, Ct

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), Invision, HubSpot Dashboard, Microsoft Office & sharepoint, MailChimp / Constant Contact, FTP, Beta Tester: Facebook WorkPlace, Hootsuite

Programming:

HTML5, CSS3, Terminal / Linux, PHP