

An inspiring team leader that delivers marketing results across a variety of needs ranging from social media, digital marketing, UX design, traditional marketing, 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 brand marketing, I obsess with new solutions that enable breakthrough technology to uncover solutions.

18'

Experience

Director, Social Media Marketing & Technology Innovation

Save the Children, Fairfield, Ct, Nov 17 – Current

- Managing a team of 5 direct reports to implement our social business strategy across a social network of over 6 million followers.
 - Responsible for professionally developing staff, roles and responsibilities across the team and developing our 3 year strategy including KPI's across the global business unit.
- Created and launched Q1 social campaign around to drive awareness and fundraising around Syria's war.
 - Over 33,500 uses of the hashtag #7WordsForSyria, secured influencer's including Cristiano Ronaldo, Rachel Zoe, Michiel Huisman, Dr. Jill Biden and David Muir.
- Sitting member of Senior Management Team driving the business and marketing strategy.
 - Roles and responsibilities include developing agency priorities, priority marketing use cases and driving brand awareness through multiple channels and markets, crisis management for both humanitarian disasters and media stories.
- Leading digital innovation strategy and technology.
 - Driving our strategies to implement new technologies to create lasting brand experiences and break into new markets.
 - Leading partnerships including Dreamhack, Twitch.tv Arcade SuperPlay Expo (ASX) and leading on major digital fundraising moments.

Director, Marketing & Brand Management, Creative

Save the Children, Fairfield, Ct, July 16' – January 17'

- 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 twitch.tv video gamers and YouTube vloggers.
 - Over \$500,000 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 Director, Marketing & Brand Management, Creative

Save the Children, Fairfield, Ct, April 15' – Nov 17'

- 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 a Epsilon company, Westport, Ct, February 14' - April 15'

- 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 through the 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

Speaking Engagements and Presentations

Innovative Story Telling Seminar, Idea To Impact: Innovation Summit

Washington D.C., June 15, 2017

Millennial Marketing Seminar, Save the Children Corporate Counsel

Washington D.C., June 15, 2017

Alumni Panelist - Design and Marketing, Sacred Heart University

Fairfield, CT, Annually 2011 – 2017

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