



resume

Creative Director

MXEnergy, 10/2007 to 6/2008

Managing creative direction, conceptualization, and design development for this national natural gas and electricity provider. Performing internal brand audit and rebranding marketing materials to grow customer base. Designing new website, intranet, and library of collateral sales pieces. Overseeing Art Director and Copywriter on daily projects in this fast-paced environment.

Creative Director

Connect-2 Communications, 11/2003 to 9/2007

Conceptualized and designed multi-media promotions, websites, videos, online advertising, eCRM e-mail campaigns, print collateral, advertising, corporate identity and promotional materials. Served as lead contact and maintained excellent relationships with clients. Collaborated for strategic development. Provided leadership to team of Graphic Designers and Copywriters.

Art Director, Freelance

MAXIMUMernst.com, 11/2002 to Present

Creating award-winning, diverse work for local companies and clients, from print to web.

Senior Art Director

Ryan Interactive, Ryan Partnership, 2/2001 to 11/2002

Conceptualized and developed websites, promotional games, online advertising and eCRM e-mail campaigns for high profile clients such as AT&T, M&M, Gevalia Coffee, Pedigree, and Whiskas. Played key role in strategy development. Supervised Graphic Designers and led hiring of freelance work.

Lead Designer

e-Media, 8/00 to 2/2001

Designed & developed interactive projects for this group specializing in streaming media web solutions. Supervised Graphic Designers & Web Developers.

Senior Art Director

Brann Blau, Blau Marketing Technology, 2/99 to 3/00

Conceptualized direct marketing and advertising including print, mail, e-mail, web site & rich media banners. Led strategy development and served as primary contact with clients. Supervised Graphic Designers and studio production team. Served as lead Art Director on the IBM Small Business team.

Graphic Designer

Visual Intelligence Agency

(now Plaid – thinkplaid.com), 2/98 to 3/99 -6/95 to 1/97

Designed and developed web sites, brochures, advertising, video titling/production, multi-media & interactive CD-Rom. Produced a wide variety of print & artist promotional pieces.

Skills:

- 14+ years agency/marketing experience
- 6+ years team/project leadership/management
- Strong creative concept, design, typography and production skills
- Print, interactive and broadcast media strategic and creative execution knowledge
- Experience with product and company branding
- Excellent communication and presentation skills
- Able to translate marketing objectives into effective creative strategies
- Mac OS as well as Windows literate
- Photography art direction experience
- Video art direction experience

Proficient in:

Adobe CS4 (Photoshop, Illustrator, InDesign, Acrobat, Flash/AS 3.0, Dreamweaver & After Effects), QuarkXPress

Very capable in:

Microsoft Office (Word, Excel and PowerPoint), Apple iLife/iWork, Apple Quicktime Pro, Propellerhead Reason, Final Cut Pro, Fetch, Roxio Toast, MOTU Digital Performer

Work Examples:

<http://www.maximumernst.com>

<http://www.familytime.com>

<http://www.mygymfloor.com>

<http://www.kagome.us>

<http://www.mxenergy.com>

<http://www.connect-2.us>

<http://www.seedsofchange.com>

<http://www.customer-growth.com>

Bachelor of Fine Arts

Purchase College, State University of New York

Areas of Concentration: Graphic Design & Photography.
Intensive Study of Art History, Specializing in Modern Art.
Visual Arts Scholarship Recipient.