

PROFILE

A dedicated creative design leader with a strong command of visual and communication design principles, I build, develop and shape brands and campaigns that are relevant and engaging. I partner with Enterprise teams such as Marketing, PR, Events, Demand Generation and Social (etc.), to learn their audiences, markets and business objectives and translate that into strategic overall creative direction on all platforms/media.

CAREER TIMELINE

12/16 - Present

Sungard Availability Services, Wayne PA
Creative Lead

10/14-12/16

Resource Real Estate, Philadelphia, PA
Creative Services Manager

12/06-10/14

Lincoln Financial Group, Radnor, PA
Art Director

11/02-12/06

Gartmore Global Investments, Conshohocken, PA
Sr. Graphic Designer

08/02-11/02

Spike's Trophies, Philadelphia, PA
Graphic Design/Sales Support

07/01-07/02

StillMotion Studios, Tampa, FL
Freelance Graphic Designer

06/00-06/01

GENEX Services Inc., Wayne, PA
Graphic and Communications Specialist

WestWayne (now 22squared), Tampa, FL
Internship

08/97-05/00

University of Tampa
B.F.A. in Graphic Design

ACHIEVEMENTS

- Earned a certificate in Marketing for Business Leaders through Cornell University
- Achieved a Six Sigma Yellow Belt
- 2014 GDUSA In-House Design Award winner
- 2011 GDUSA In-House Design Award winner
- 2012 Insurance and Financial Communicators Association award for "Greetings from.." postcard campaign

CAREER HIGHLIGHTS

- Campaign design strategy from creation to execution, including brainstorming, mood-boarding, pitching, and final conceptualizing
- Manages and provides creative direction for in-house designers, freelance and external agencies for design, web, digital, animation, video, etc.
- Designed marketing guidelines and brand standards to help build consistency through the creative services organization
- Art direction for photo shoots, motion graphics, video development, HTML Email blasts and web sites
- Assisted in the development of the global marketing workflow process from idea creation to execution
- Researched, sourced and managed the implementation of a centralized web based fulfilment and mailing vendor.
- Trafficked design projects and campaigns utilizing project management software.

SKILLS

