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PROFILE

Over my many years of professional marketing career experience I have acquired the knowledge needed to listen, clarify, prioritize and translate client situations and marketing goals. As a leader of creative teams, and a member of the account teams, I work collaboratively to develop that information into successful strategic brand concepts, messaging and rationales, optimizing a variety of mediums, to achieve or surpass clients' goals.

EXPERIENCE

As a Creative Director in a full service marketing agency, responsibilities and achievements included:

- Creation of exceptional and award winning work to achieve clients' goals and maintain the agency's standards of creative excellence, timeliness, and profitability.
- Development of the strategic planning, branding, and creative designs for a broad range of clients, optimizing a variety of mediums, including print campaigns, websites, email campaigns, packaging and social media.
- Oversee creative consultations with account teams to assure appropriate creative strategies, adequacy/accuracy of input, schedules, budgets, production support, necessary reviews, and client presentations.
- Provide leadership/motivation and training for creative team to flawlessly execute cross-channel and digital work.

SKILLS

- Proficient in Photoshop, Illustrator, InDesign, QuarkXPress, Flash and Microsoft Office.
- Experience in juggling multiple projects from concept through completion in a fast paced environment.
- Exceptional conceptual and design skills with the ability to advocate from the user's perspective.
- Able to work in various forms of media including a working knowledge of the digital and print production processes.
- Excellent leadership, communication, typography and design skills.
- Comfort in presenting and interacting with clients, vendors, and internal staff alike.
- A knack for providing accurate, timely and economical quotations.
- Collaborative, passionate, and energetic.

EMPLOYMENT

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|------------------------|--------------------------|----------------------------------|
| Nov. 1998 - Jun. 2015 | Creative Director | HLD Communications - Mineola, NY |
| Oct. 1996 - Nov. 1998 | Art Director | Amok Time Inc. - Levittown, NY |
| Sept. 1993 - Oct. 1996 | Graphic Artist | Rappy & Company - Manhattan, NY |

EDUCATION

Bachelor of Architecture with Honors, Pratt Institute of Technology

- Winner of Pratt Circle Award and Pratt Distinguished Academic Achievement Award

INTERESTS

Award winning historical and fantasy model figure painter and sculptor, and various mediums of illustration.