

SUMMARY

15+ years of experience delivering strategic, on-brand creative solutions for corporate clients, in-house marketing & sales teams, and agencies in fast-paced environments, meeting tight deadlines.

Extensive hands-on expertise designing corporate marketing materials, presentations, logos, brand identity, infographics, one-sheets, tradeshow graphics, websites, animated banners, eblasts, and more, from concept to execution.

Diverse brand background: Boston Properties, Johnson & Johnson Oral Care, Martha Stewart Living, NY eHealth Collaborative (health technology), Samsung, Tiffany & Co., among others.

SKILLS

Photoshop > InDesign > Illustrator > PowerPoint > Apple Keynote > Google Slides > Dreamweaver
HTML > After Effects > Excel > Word > WordPress (basic) > Organization > Time Management

EDUCATION

Cornell University: BFA & BA > Pratt Institute: Graduate Program in Communications Design (1 Year)

EXPERIENCE

Freelance Graphic Designer/Art Director, NY, NY**PACE Advertising, 2015–2020**

- > Conceptualized creative design solutions for commercial real estate firms & developers that achieved marketing goals
- > Design projects included: investor presentations, sell sheets, sales proposals, pitchbooks, corporate brochures, reports, logos, brand identity, illustrations, sales center graphics, print & online ads, websites, and responsive eblasts
- > Partnered with Copywriter on video social media campaign; created storyboards for motion graphics designer/editor
- > Collaborated with account executives to understand client objectives and meet non-negotiable deadlines

Meredith Publishing, Sales & Marketing, 2010–2016

- > Distilled Research Director's data into engaging infographics
- > Worked with Marketing Director & sales team on strategy and concept development for sales presentations, new business pitches, RFPs, and online marketing projects
- > Created one-sheets, invitations, premiums, banners, posters, advertorials, brochures, eblasts, and social media posts
- > Conducted press checks and sourced stock photography

NY eHealth Collaborative, Marketing, 2012–2015

- > Communicated complex health technology content effectively and visually through animations, builds, transitions, infographics & data visualization
- > Designed cross-platform compatible, animated PowerPoint presentations for conferences, forums, galas, and hackathons
- > Assisted Marketing Director with storytelling and messaging

Martha Stewart Living, Creative Services, 2009–2015

- > Conceptualized on-brand & on-strategy digital marketing campaigns for AT&T, Bank of America, Nintendo plus others
- > Developed prototypes, wireframes, and storyboards for microsites & multimedia interactive units
- > Interfaced with account managers to ensure client marketing goals, brand guidelines, and deadlines are successfully met

NOTABLE PROJECTS

Lee & Associates Commercial Real Estate's sales proposal design & printing: Created a versatile InDesign template and devised printing solution that streamlined production, with flexibility to customize each proposal

NOTABLE PROJECTS

Design & development of five ad sales websites; marketing campaign for *Siempre Mujer* Music Festival: Premiums/swag, OOH, ads, and event collateral

NOTABLE PROJECTS

Redesigned unformatted, text-heavy, health technology PPT decks using typographic hierarchy, infographics & data visualization to enhance audience interest

NOTABLE PROJECTS

AT&T expandable interactive unit; Nintendo landing page and banner; Bank of America microsite prototype & custom logo design

EXPERIENCE
CONTINUED

Freelance Graphic Designer/Art Director, NY, NY

LATINA Media Ventures, Marketing, 2012–2012

- > Conceptualized & produced advertorials and original visuals in alignment with advertisers' marketing goals
- > Designed sales presentations, one-sheets, tradeshow posters, leave-behinds, and social media posts that reflect brand voice & strategy
- > Managed art budget; retouched and sourced photography

Weinrib & Connor Advertising, 2012–2012

- > Designed & produced accurate, print-ready Illustrator files for promotional items and event materials
- > Created time-sensitive newspaper ads and billboards

k'nekt Communications, 2011–2012

- > Created animated PowerPoint templates using slide master, character & line spacing, builds, and transitions
- > Designed PowerPoint presentations for client sales teams following established corporate brand guidelines

Edelman Digital, 2010–2010

- > Brainstormed content and creative strategy development for Samsung new business pitch
- > Conceptualized and produced mock-ups for multichannel campaign: OOH, print ad, microsites, online advertising, User Engagement & Social Media programs
- > Created multimedia presentation storyboard for videographer

BudgetTravel.com, 2009–2010

- > Designed icons, web graphics, home & landing pages
- > Prepared organized Photoshop files, assets, and prototypes for developers

Medallion Retail, 2008–2008

- > Designed signage, animated gifs plus other graphics for Barnes & Noble stores nationwide
- > Liaised with prepress department to stay on schedule

Update Graphics Staffing Agency, 2004–2007

- > Designed & produced marketing collateral, print ads, OOH, 3D POP displays, direct mail, storyboards, and other projects
- > Yearslong assignments: Young & Rubicam Advertising, Tiffany & Co., and NY and Company (apparel retailer)

Freelance Photographer & Corporate Videographer, NY, NY

Self, 2015–2020

- > Captured images and videos for juvenile products companies
- > Filmed and produced corporate event & interview videos

NOTABLE PROJECTS

Presentation, poster, and marketing materials introducing thelatinkitchen.com brand

NOTABLE PROJECTS

2012 Yankees Spring Training Sponsors' Weekend swag and event collateral design

NOTABLE PROJECTS

Animated PowerPoint template for Novo Nordisk's US-based sales team; Johnson & Johnson Oral Care presentation

NOTABLE PROJECTS

Samsung Galaxy new business pitch campaign ideas and multimedia presentation

NOTABLE PROJECTS

Destination home page design and user interface icon illustration

NOTABLE PROJECTS

Barnes & Noble holiday in-store posters and signage

NOTABLE PROJECTS

Tiffany & Co. bus shelter signage; Y&R new business pitch and client presentations

NOTABLE PROJECTS

Real Estate Board of NY video; corporate interview series