
QUALIFICATIONS

Art direction and creative marketing strategy with a clean, progressive and visual aesthetic applied in print, packaging, web, corporate identity and branding, and marketing collateral. Create marketing and design solutions for clients that include Marriott, Hilton, Westin, W Hotels, Sodexo, Aramark, HMS Host, Astor Chocolate and Le Belge Chocolatier.

Re-brand collateral, design logos, advertisements, custom brochures, signs, marketing materials and websites. Direct visual and graphic projects in traditional and digital media. Work as a collaborative partner with other technical, digital, creative and business professionals.

OTHER STRENGTHS

Art Direction & Management • Visual & Graphic Design • Creative Concepting • Typography
Image Manipulation • Design Trends • Digital & Email Marketing • Email & Web Design
Web Technology & Tools • Digital Branding & Marketing • Project Planning
Program & Campaign Analysis • Photography Direction & Styling

PROFESSIONAL EXPERIENCE

ASTOR CHOCOLATE ▶
Lakewood, NJ

Lead art direction, design trade show booths, and produce email marketing programs and website designs for this premier recognized industry leader and provider of chocolate amenities to the hospitality industry. Deliver statistics to sales staff in connection with how marketing materials and messages impact target audiences.

highlighted responsibilities:

- Art directed projects, retouched photos, and coordinated product designs for sell sheets, brochures and order forms for hospitality and foodservice clients.
- Designed trade show materials from concept through execution, including aesthetically pleasing and consistent branded signage, booth components, collateral and registration materials.
- Created and executed email marketing campaigns to engage potential customers and facilitate new business development efforts.

highlighted achievements:

- Redeveloped and designed an HTML email template to elevate content and brand perception, resulting in easily viewable information and improved opening percentages.
- Conducted A/B testing of email marketing to try various layouts, copy and subject lines to test information against current designs. Efforts validated new designs and resulted in increased conversion rates. Introduced various headers and enhanced photography.
- Presented creative ideas and secured approval to design and oversee development of new website. Managed 5 offshore resources.
- Analyzed existing website, including navigation and product portfolio, and subsequently designed mockup of new site, which included an improved shopping cart and stronger brand positioning.
- Collaborated with sales team to incorporate ideas to fuel business growth.
- Recommended product designs, and led art direction of marketing and promotional materials and signage.

*marketing manager:
hands-on design & marketing
2011 - present*

PHONE

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ASTOR CHOCOLATE **Lakewood, NJ**

graphic designer
2010 - 2011

junior graphic designer
2007 - 2010

▶ Worked within branding guidelines for clients in food service, travel and retail industries to create custom package designs. Led development and execution of design projects, including preparing files for production. Managed various jobs and job jackets.

highlighted achievements:

- Designed look of multiple chocolate lines, including Astor's High Cocoa content sleeves and packaging, Marriott Vacation Club Condiment Kit and Starwood Heavenly Spa Deluxe sleeves.
 - Designed templates for new products and packaging; developed and produced high quality prototypes for customer and production approval. Offered improvement for cost reduction, performance enhancements and creative innovations.
 - Contributed to creating a consistent and streamlined file storage and proprietary job tracking system for design studio.
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FREELANCE DESIGN EXPERIENCE

NOVO DESIGN CORP **Red Bank, NJ**

2011 - present

▶ Worked on various advertisements, magazine covers and spreads, catalog layouts and websites for this print, web and interactive, and marketing design firm. Capitalized on photo retouching and typesetting skills; created catalog layouts, illustrations and devised visual concepts for websites.

SHEAR MADNESS **Howell, NJ**

2006 - 2010

▶ Updated brochure and business cards for this hair salon specializing in hair coloring, styling, cutting, extensions and cosmetics. Designed storefront sign and logo.

BILL OWENS FIVE **Hoboken, NJ**

2007

▶ Designed logo, CD package and label along with t-shirt design concepts.

KIERNAN | THOMPSON **Moorestown, NJ**

2006 - 2007

▶ Developed collateral, logos, and advertising for healthcare and assisted living organizations on behalf of this advertising agency. Worked with nationwide healthcare clients, including Avamere Health Services, Care Alternatives and Alzheimer's Association of Portland, OR. Contributed to new marketing and advertising approach for Avamere. Developed concepts and storyboard for new agency website.

ACADEMIC ACHIEVEMENT & SKILLS

MONMOUTH UNIVERSITY **West Long Branch, NJ**

bachelor of fine arts
2006

- I Came as a Rat Movie Poster Design Winner: ADCNJ Annual Award 2006.
- Creativity in Design Award: Monmouth University 2006.
- Designed Monmouth Review cover: Monmouth University 2006.
- Published illustration in New Jersey Thoroughbred: 2005.

skills

Illustrator, Photoshop, InDesign, XHTML, HTML 5, CSS and Microsoft Office.
Working knowledge of jQuery and PHP