

Digital and print designer with unique ability to increase brand awareness and customer engagement from concept to completion via integrated, multi-channel marketing materials. Well versed in B2B, B2C, D2C, and NFP with strong client-facing and copywriting skills.

Authentic, personable, and self-disciplined doer, who brings added levity and integrity to the workspace. Open to in-house as well as agency work.

## THINGS I DO

Brand Positioning + Strategy  
Concept Development  
Branding + Identity  
Social Media (Design + Writing)  
Digital Ads (Animated + Static)  
Wireframes + Mockups  
Information Architecture  
HTML5 Web Design

Integrated Campaigns  
Copywriting (Even the boring stuff)  
Presentations/Decks  
Logos  
Brand ID Guideline Books  
Print Ads  
Direct Mailers  
Annual Reports

Brochures  
Infographics  
Packaging  
HTML E-mail Journeys  
Invitations + Collateral  
Sell Sheets  
POP/Tradeshows Graphics  
Interactive PDFs

## SOFTWARE + SKILLS

Adobe Creative Suite:  
- InDesign  
- Illustrator  
- XD  
- Photoshop  
- Lightroom  
- Acrobat Professional  
Asana (Project Management)

Figma  
Canva  
Microsoft PowerPoint + Suite  
Microsoft Teams  
Apple Keynote + Suite  
WIX (Web Design)  
Total Expert (CRM)  
Fiery Command WorkStation

OneDrive  
Google Drive  
Really Good with Clients  
Joyful + Passionate  
Working with Outside Vendors  
Motivating through Actions  
Interpreting Creative Briefs  
Punctual and Dependable

## EXPERIENCE

### ART DIRECTOR | Delmar Mortgage | 11/2021 - 8/2022 | Reference: Lauren Rosenfarb, Marketing Director: (954) 598-4699

Identified need for and spearheaded branding for proprietary program company had been using for years. Wrote and designed campaign promoting newly branded program.

Achieved highest open and click-through rates for targeted email journeys CRM manager had ever seen. Wrote and designed e-mails.

Met with referral partners (at request of owner/EVP) and produced new ideas for marketing collateral on the fly based on specific traits of client.

Introduced Interactive PDFs to the workflow, saving time, money, and reducing communication errors.

Increased number of closed loans by conceptualizing and completing fresh ideas to revitalize stale marketing efforts which generated excitement and boosted morale among the Loan Officers and their referral partners.

### CONTRACT DESIGNER + WRITER | Emerson Creative | 1/2007 - 11/2021 | Reference: Various Clients

Vyve Broadband  
Suddenlink Communications  
Sparks Milling Digital  
5BYFIVE Creative  
Casey Communications  
AP Packaging  
Mueller Prost

Amanda Cook PR  
Labyrinth Technologies  
The Art Around You  
ProSource Wholesale  
Datix Inc.  
FTL Finance  
KDR Designer Showrooms

San Tan Communications  
St. James Winery  
Opaa! Food Management Inc.  
Meds & Food for Kids  
Great Circle  
Canon House  
Business Intelligence Advisors

### DESIGNER + JR. WRITER | AVALA Marketing Group | 9/2004 - 1/2007 | Reference: Ted Wright, Creative Director: (314) 607-9901

Wrote headlines, body copy and designed print ads for Sea Ray, Baja Marine, and The Moorings - appearing in publications such as: *Sports Illustrated*, *Car and Driver* and *Fortune* Magazines.

Designed print ads, direct mailers, brochures, websites, web banner ads (animated and static), logos, cards, POP displays etc.

Designed internal company collateral including brochures, website, and special promotions.

Designed and researched Sea Ray's (Internal) Brand Book.

Helped manage, motivate, and train a new designer.

## HONORS + AWARDS

Graphic Design USA Award (Showcased in Annual Publication) - Direct Mail & Direct Response - 2015

Graphic Design USA Award (Showcased in Annual Publication) - Poster Design - 2011

Graphic Design USA Award (Showcased in Annual Publication) - Brand Identity & Logo Design - 2009

## EDUCATION

Webster University 1999-2002

BA in Advertising + Marketing - 3.5 GPA