

Hi there! I'm an award-winning designer and copywriter with the ability to lead and inspire through action and humor while maintaining a professional and productive environment. I live on watching ideas go from "what if" to "nailed it," and love guiding them every step of the way. I'm well versed in B2B, B2C, D2C, and NFP with strong client-facing skills. Authentic, personable, and self-disciplined doer, who brings added levity and integrity to the workplace. Freelance life was a blast, but now I'm looking to settle down at my forever home.

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/Tradeshow Graphics
- Interactive PDFs

SOFTWARE + SKILLS

Adobe Creative Suite:

- InDesign
- Illustrator
- XD
- Photoshop
- Lightroom
- Acrobat Professional
- Express

- 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

CONTRACT ART DIRECTOR + WRITER | Emerson Creative | 1/2007 - Present | Reference: Various Clients

- Amplifi NP
- Vyve Broadband
- Suddenlink Communications
- Ritten EMR
- 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

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.

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