

Summary

- Experienced, organized group leader who has successfully managed a variety of creative initiatives while delivering projects on time and within budget
- Senior level designer with solid industry experience developing unique and engaging concepts
- Hands-on experience with all stages of design and production of integrated relationship marketing materials – direct marketing, advertising, corporate identity, brand development and interactive media

Experience

June, 2007 – Present | Rosetta Marketing

► Creative Director

Clients: Johnson & Johnson, McNeil, UCB, HSBC, Pfizer

Responsibilities:

- Manage team of designers and freelancers
- Develop and maintain branding and corporate identity systems
- Involved in all stages of interactive design process from concept to production
- Produce high-quality creative that is on strategy and contributes to growing the client's business
- Demonstrate leadership qualities: motivate staff, keep morale high, promote teamwork, mentor junior members

January, 1997 – May, 2007 | Dentino Marketing

► Creative Director, Senior Designer

Clients: Isle of Capri Casino, Las Vegas Hilton, Resorts Atlantic City, MasterCard, Prudential, Avis

Responsibilities:

- Manage team of designers, freelancers, retouchers, photographers and illustrators
- Develop and maintain branding and corporate identity systems
- Involved in all stages of design process from concept to production, including press checks
- Manage, organize and art direct photo shoots; manage all art buying
- Develop strategies to streamline workflow process and foster positive interdepartmental working relationships

January, 1996 – January, 1997 | The Chapman Agency

► Designer

Clients: Bristol-Myers Squibb, Guinness, Bass, AT&T, The Army

Responsibilities:

- Develop various collateral, direct mail packages and advertising campaigns
- Produce print-ready, high-quality creative executions
- Develop custom illustrations
- Manage, organize and art direct photo shoots and responsible for high-resolution scans and retouching
- Prepare mechanicals/graphic artwork for print

March, 1995 – December, 1995 | Grey Entertainment

► Production Artist

Clients: Warner Brothers, ABC

Responsibilities:

- Resize advertisements while maintaining established branding
- Prepare mechanicals/graphic artwork for print
- Implement quick revisions to match client's and senior designer's requests

Technical

Adobe Creative Suite 3: InDesign, Illustrator, Photoshop; QuarkXPress
Macromedia: Flash, Dreamweaver (HTML, CSS); MS Office

Awards

2000 Summit Award – Silver; Party of the Century	1998 WDMI/NY Silver Award – Evening Under the Stars
1999 Summit Award – Gold; Halloween Gala Invitation	1998 Addy Award – Evening Under the Stars
1998 Summit Award – Silver; Evening Under the Stars	1997 Gaming Industry Annual Report Award