



CREATE.  
INSPIRE.  
MOTIVATE.

**Summary Qualification:**

Award winning, seasoned Creative/Sr. Art Director with over 15 years of experience specializing in brand development. **Mediums include:** branding, web, interactive, multimedia, direct marketing, print, concept design, storytelling and mentoring.

**Experience:**

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Responsible for high-level design and implementation of various aspects of our online presence, such as web user interface design, page layouts, promotional landing pages, email campaigns, banners, newsletters, and other online components

Oversee and provide clear direction through all stages of the creative process.

Supervise and inspire the creative team of vendor partners

Develop creative programs and design concepts that meet business objectives and advance brand strategy

Work to identify, plan, and facilitate formal and guerrilla user research, usability testing and other feedback mechanisms as appropriate.

Self-starter and able to take a lead role on any given project

Provide quality control over concepts and projects

Photographer

Web designer and developer

**Positions held**

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**Creative/Sr. Art Director**

Freelancing/Consulting  
4/10 to present

**Sr. Art Director**

Vonage  
Holmdel, NJ | 2005 - 2006

**Sr. Art Director**

Pace Advertising (A division of Interpublic Group)  
Parsippany, NJ | 4/08 to 4/10

**Senior Art Director**

Alexander & Richardson |  
Warren, NJ | 1999 - 2005



**Freelance Sr. Art Director**

Rapp Collins (A division of Omnicom),  
New York, NY | 2007

**Graphic Designer**

Amber Design Associates  
Hackettstown, NJ | 1997 - 1999



**Freelance Sr. Art Director**

Conill Advertising (Hispanic division of  
Saatchi and Saatchi) New York, NY | 2006

**Accounts**

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AOS Thermal Compound

AT&T

Bayer (NEXAVAR)

Broch and Brach

Calvin Klein

Celgene (VIDAZA)

Cendant

Dun & Bradstreet,

Gusmer Cellulo

Health-Ed

Johnson & Johnson (LISTERINE)

Lucent Technologies

M&M Mars

McNeil (TYLENOL)

Medco Health

Mercedes-Benz

Merck (SINGULAIR, ZOSTOVAX, VYTORIN)

Mont Blanc

Pamper-Cheerios (co-branding)

Plumline Wallpaper

Siemens

Solaris Health Systems

Vonage



**Education:**

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Rutgers Mini-MBA Program | Piscataway, NJ | 2011  
Digital Marketing

NJ Entrepreneurial Training Institute Program | 2003  
Business Plan-Hispanic Agency Marketing Plan

Raritan Valley Community College | 2000 - 2001  
Web/Multimedia Development

duCret School of Art & Design | Plainfield, NJ | 1994  
Commercial Art Major

**Awards**

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ADCNJ Medal Award Winner - 2010 | 2 Telly Awards - 2009 | Summit Award - 1998

Student of the Year -1994, duCret School of Arts

**Member**

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Art Directors Club of New Jersey

President 2005 - 2006; Vice President 2002 - 2003

