



CREATE.
INSPIRE.
MOTIVATE.

Summary Qualification:

Hi-energy, award-winning Art/Creative Director with over 15 years of experience specializing in advertising and brand development looking to collaborate with great minds to execute mind-blowing work

Experience:

- **Managed special teams** during pitches contributing to winning approximately **8 million dollars in business** (PARAGARD®, VIDAZA®, NEXAVAR®)
- Collaborated with a colleague in creating a **powerful creative deck** to help creatives think during pitches.
- **Drive ideation and execution** across various types of print and digital platforms including vis-aids, monographs, fact sheets, value props, ads, direct mail, PowerPoint decks, packaging, trade shows, email, e-learning tools, social media, websites, and videos
- **Conceptual and analytical thinker** with a deep understanding of a 360° campaign
- Develop creative programs and design concepts that **meet business objectives** and **increase profits**.
- **Established and maintain the visual identity and brand guidelines**
- **Excellent presenter**
- **Lead and motivate creative team.**
- **Systems and programs:** Mac computers, Adobe Creative Suite, (Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Lightroom) Aperture, iMovie, FinalCut, Motion, PowerPoint, Keynote, FTP applications, Wordpress, Blogger, Microsoft Word and Email programs



Positions held

Creative Director

Island Sport Works,
Point Pleasant, NJ • 2/2016 - Present

Sr. Art Director

Pace Advertising (A division of IPG)
Parsippany, NJ • 4/08 - 4/10

Sr. Art Director

Vonage
Holmdel, NJ • 2005 - 2006

Consulting Sr. Art Director

Ogilvy CommonHealth (A division of
WPP) Parsippany, NJ • 1/13 - 9/15

Freelance Sr. Art Director

Rapp Collins (A division of Omnicom),
New York, NY • 2007
(6 months project)

Senior Art Director

Alexander & Richardson |
Warren, NJ • 1999 - 2005



Consulting Associate Creative Director

Mercedes-Benz, USA, (e-Learning division)
Montvale, NJ • 2015 (4 month Project)

Freelance Sr. Art Director

Conill Advertising (Hispanic division
of Saatchi and Saatchi)
New York, NY • 2006
(3 months project)

Creative/Sr. Art Director

Freelancing/Consulting 4/10 - 1/2013

Accounts



AOS Thermal Compound
AT&T

Dun & Bradstreet,
Gusmer Cellulo

Medco Health
Mercedes-Benz

Bayer (NEXAVAR)
Bristol-Myers Squibb (EMPLICITI)

Health-Ed
Island Sport Works

Merck (SINGULAIR, ZOSTOVAX,
VYTORIN)

Broch and Brach

Janssen (INVOKANA, SIMPONI)

Mont Blanc

Calvin Klein

Johnson & Johnson (LISTERINE)

Pamper-Cheerios (co-branding)

Celgene (VIDAZA, REVLIMID)

Lucent Technologies

Siemens

Cendant

M&M Mars

Solaris Health Systems

McNeil (TYLENOL)

Vonage

Education:



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

ADCNJ Medal Award Winner - 2010 | 2 Telly Awards - 2009 | Summit Award - 1998
Student of the Year -1994, duCret School of Arts



Activities

Perth Amboy Catholic School
5/6th Gr. Basketball Coach 2017

Good Shepherd Parish, Hopelawn NJ
Youth Group Leader 2013 - Present

Art Directors Club of New Jersey
President 2005 - 2006; VP 2002 - 2003