

summary

Over ten years experience in both print and digital design with highly refined design skills. Applies innovative ideas and expertise to multiple areas, such as digital advertising, corporate communications, and direct mail. Blends exceptional creativity with excellent communication skills. Works well in a team or in a management capacity.

experience

Rutgers University Foundation, New Jersey

ASSOCIATE DIRECTOR OF CREATIVE SERVICES

FEBRUARY 2008 - PRESENT

Oversee development of 50 to 85 new projects a year, which include the design and production of all fundraising material (brochures, invitations, fundraising kits, e-mail blasts, websites) for Rutgers' \$1 billion campaign. Successfully restructured and redesigned the foundation's website; work closely with web vendor to make sure design and functionality remain consistent. Generated \$52,000 in one week by creating and adding a donation button for a partner website. Art directed the *RU a Henry?* campaign and assisted with the implementation of the website and various e-mail blasts, which resulted in \$600,000 in donations within 2 months of the launch. Supervise in-house and freelance designers, manage multiple vendors, hire photographers and art direct photo shoots.

AIG Royal Alliance, New York

SENIOR GRAPHIC DESIGNER

SEPTEMBER 2007 - FEBRUARY 2008

Sole creative lead responsible for the design of promotional materials, such as brochures, magazine advertisements, logos and corporate identities. Worked closely with Vice President of Marketing to identify new concepts and marketing initiatives while remaining consistent with the current brand identity. Designed and constructed several websites as well as monthly updates, newsletters and e-mail blasts. Handled pre-press production and attended press runs, determined long-range objectives, managed projects within or below budget, and supervised marketing assistant with weekly assignments.

classesUSA.com (An Experian Company), New York

FREELANCE DESIGNER

JULY 2002 - JANUARY 2008

Responsible for the design, photo research, and production of features and departments in *Online Degrees* and *Learning* magazines. Designed/prepared flash banners that appeared on MSN, AOL, and Yahoo; created monthly e-mail blasts.

The CollegeBound Network, New York

SENIOR GRAPHIC DESIGNER

AUGUST 2006 - SEPTEMBER 2007

GRAPHIC DESIGNER

JULY 2002 - JULY 2006

Determined typography, design and photo selection of features and departments in *CollegeBound Teen* magazine. Handled pre-press production, assisted in organizing and styling photo shoots (e.g., booking models, photographers, stylists). Created all promotional materials for the annual college expo, which included proposals, postcards, posters, logos, media kits, advertisements, web banners, and PowerPoint presentations. Developed websites from page design to site structure and created e-mail blasts, newsletters, micro-sites, and flash banners. Implemented proper HTML design and coding for various websites using search engine optimization (SEO) compliant regulations. Delegated projects to interns and upgraded/maintained software on MAC computers.

S.I. Parent Magazine, New York

GRAPHIC DESIGNER

NOVEMBER 2001 - JUNE 2002

Designed covers, feature articles, advertising sections, and researched photography for *S.I. Parent* magazine. Handled pre-press production: prepared and flight-checked layouts and created PDF page files to send to printer. Scanned and proofed artwork, designed/modified promotional materials for clients, retouched photos and optimized images for web.

education

Executive MBA

SEPTEMBER 2011 - MAY 2013 (EXPECTED)

Rutgers, The State University of New Jersey

Certificate for Mini-MBA: Digital Marketing

SEPTEMBER 2010 - DECEMBER 2010

Rutgers, The State University of New Jersey

Certificate for Mini-MBA: Business Essentials

SEPTEMBER 2008 - DECEMBER 2008

Rutgers, The State University of New Jersey

Bachelor of Arts

AUGUST 1998 - MAY 2002

Wagner College, New York

MAJOR: Art | MINOR: Art History | HONORS: Magna Cum Laude, Academic Excellence Award

skills

Macintosh and PC Platforms, Microsoft Office, Adobe CS5, QuarkXPress, FlightCheck Professional, Dreamweaver, Flash, HTML, CSS, SEO, Knowledge of HTML 5, jQuery and JavaScript