

SKILLS

ADOBE

InDesign	●●●●●●●●
DreamWeaver	●●●●●●●●
Photoshop	●●●●●●●●
Illustrator	●●●●●●●●
AfterEffects	●●●●●●●●
Flash	●●●●●●●●
Acrobat	●●●●●●●●

WEB

HTML(5)	●●●●●●●●
CSS(3)	●●●●●●●●
PHP	●●●●●●●●
JavaScript	●●●●●●●●
WordPress	●●●●●●●●

OFFICE

Word	●●●●●●●●
PowerPoint	●●●●●●●●
Evernote	●●●●●●●●
Dropbox	●●●●●●●●

SOCIAL

Twitter	●●●●●●●●
Facebook	●●●●●●●●
Instagram	●●●●●●●●
LinkedIn	●●●●●●●●

PROJECT

Strategy	●●●●●●●●
Research	●●●●●●●●
Development	●●●●●●●●
Layout/Design	●●●●●●●●
Presentation	●●●●●●●●
Collaboration	●●●●●●●●
Revision	●●●●●●●●
Production	●●●●●●●●

EXPERIENCE (2015-PRESENT)

2015-PRESENT | CIRCA & PORTERO | NYC, NY SR. GRAPHIC DESIGNER, PRODUCTION ARTIST

As Sr. Designer, lead and manage creative direction, development, presentation, communication, and production of omni-channel communication materials including print ads, website content, banner ads, e-blasts, newsletters, brochures, Direct Mail, signage, and PowerPoint presentations for premiere jewelry buyer CIRCA® (circajewels.com) and leading secondary luxury market place PORTERO.com

- * Manage production of 30+ monthly ads for premiere domestic and international newspaper and magazine publications throughout the United States, Spain, and China including the *NewYork Times*, *The New Yorker*, *Chicago Tribune*, *L.A. Times*, *Washington Post*, *San Francisco Chronicle*, *Town & Country*, *Boca Magazine*, *Nob Hill Gazette*, *Ming Pao Weekly*, *Hong Kong Tatler*, *Alianza*, *ABC*, and *La Vanguardia*
- * e-blast materials resulted in 200% revenue increase over previous year within 6 months of start date.
- * July 4th Weekend Sale e-blast, homepage banners, and retargeting banner ads resulted in \$68,000 revenue over 3 days.
- * Built complete digital components for launch of new AFFIRM monthly payment system initiative including website UI, e-blasts, and banners.
- * Brochures, PowerPoint Presentations, and signage for launch of CIRCA's new estate management Professional Services Division
- * Originated complete brand identity and digital components for launch of the PORTERO SHOPPING NETWORK on dedicated YouTube channel.
- * Collaborated with executives and marketing team members in strategic brainstorming sessions to produce visually compelling print and digital communication materials that elevated the CIRCA and Portero.com brands outward facing and internal appearance.
- * Created PowerPoint slide decks and graphic assets for CIRCA's executive members presentations at annual 2016 Global Conference.
- * Master and maintain brands visual style guides to ensure consistent integration and promotion of brand across multiple chanel of communication
- * Manage company server file library providing requested file formats to executives, directors, and legal counsel in deadline sensitive situations increasing productivity and efficiency of business operations.

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 **EXPERIENCE (2001-2014)**
2012-2014 | JUSTIN BELL ART & DESIGN | NY, CT, FL**ART DIRECTOR + WEB & GRAPHIC DESIGNER + ILLUSTRATOR**

Managed creative direction, production, and delivery of complete omni-channel marketing and promotional communication materials for international brands, small businesses, start-ups, and non-profits across a wide-range of industries.

2011-2012 | LIVING JADE | NYC, NY**ART DIRECTOR + WEB & GRAPHIC DESIGNER**

Led development, design, and build of original style guides, website, social media channels, e-blasts and banner ads, apparel, signage, press kits, and apps for launch of health and fitness start-up promoting healthy living regimen and lifestyle of celebrity fitness expert Jade Alexis. Collaborated with teams to produce targeted print and digital content in coordination with live fitness events, ABC TV appearances, magazine features, YouTube videos, social-media posts, and app store launches

2008-2010 | AAA | TAMPA, FL**ART DIRECTOR**

Collaborated with Account Executives, Directors, design, copy, and sales teams to deliver direct-mail, in-store, and out-of-home design solutions for membership driven marketing and sales initiatives across key channels of auto-club brand. Increased regional brand awareness, membership acquisition and retention, offer fulfillment, and purchases for AAA and southeast regional partners including Disney World Resorts, Universal Studios, Busch Gardens, and Sea World.

2007-2008 | DEVOTED CREATIONS | TAMPA, FL**PACKAGING PRODUCTION ARTIST + GRAPHIC & WEB DESIGNER**

Managed design and production of product packaging, magazine ads, brochures, sales collateral, website collateral, e-blasts and apparel in coordination with the manufacturing and delivery schedules of new product launches, events and trade shows across 4 lines of international tanning and body lotion manufacturer.

2001-2007 | PENGUIN GROUP | NYC, NY**GRAPHIC & WEB DESIGNER + PHOTOGRAPHER**

Developed and delivered print and digital promotional, advertising, sales, and publicity design solutions for premiere publisher's titles and New York Times best-selling authors including Nora Roberts (J.D. Robb), Catherine Coulter, WEB Griffith, Charlaine Harris, Patricia Cornwell, Tom Clancy, and Steven King

**EDUCATION**

2015 | NOBLE DESKTOP | NYC, NY
Adobe AfterEffects - Certification

2014 | NOBLE DESKTOP | NYC, NY
e-pub with InDesign DPS

2014 | FIT | NYC, NY
JavaScript

1997 | SCHOOL VISUAL ARTS | NYC, NY
B.F.A. - Illustration, Cartooning