

SOFTWARE

Adobe Creative Suite 6.0 Collection (Photoshop, Illustrator, InDesign, Acrobat Pro, Bridge)
QuarkXPress; Word Press; Mac OS

EXPERIENCE:

11/12– present

NEW JERSEY/NEW YORK • FREELANCE ART DIRECTOR/GRAPHIC DESIGNER

Develop, design and produce sales-driving, brand-extending campaigns. Design marketing collateral pertaining to new product launch, banner ads, social media, e-commerce & catalogs. Art direct photoshoots for e-commerce and catalog. Update and maintain e-commerce images. Re-design of soft goods packaging for a manufacturer of health care products. Designed point of purchase displays. Development & design of new website launch. Collaborate and design all marketing and creative materials to increase traffic to online and retail store. Design for social media to increase likes and followers on facebook and instagram. Act as liason between store and customers on social media. Design and oversee google ad words and facebook ads. Worked on site for clients as well as remotely. Client list includes Hermell Products, Long Elegant Legs, Long Tall Sally, Horsemen's Outlet, Simmons Family Farm & The Giving Circle.

9/07 – 10/11

VESTIS RETAIL GROUP, MERIDEN, CONNECTICUT • ART DIRECTOR

Developed creative ideas and concepts in a fashion that drives incremental sales in-store. Maintained the design integrity of the Bob's Stores brand. Planned and directed photoshoots in order to create materials with an impact to target customers. Managed and scheduled photoshoots, budget, production schedules and marketing collateral. Maintained a relationship with photographers, stylists, and producers. Designed marketing materials for in-store, direct mail, email blasts and web. Worked with wordpress to update website and post marketing collateral and coupons. Assisted with new store openings and planning events.

1/03 – 9/07

FREELANCE GRAPHIC DESIGNER

Worked with multiple clients including retail and publishing in all aspects of design. Assisted and directed photoshoots and floorsets. Worked closely with merchandisers and vendors to execute projects from start to finish. Designed collateral for retail floorplans, brochures, magazines, billboards, direct mail, medical journals, & merchandising manuals. Client list includes Avenue, Aerosoles, Couristan, & Children's Place.

FREELANCE VISUAL MERCHANDISER

Designed for clients Nike and Carter's. Implemented store design based on visual directives. Merchandised both retail space as well as showrooms. Trained store managers in executing and maintaining their retail space.

10/99 – 1/03

ASHLEY STEWART, SECAUCUS, NEW JERSEY • SENIOR GRAPHIC DESIGNER

Supervised graphic and web designer. Responsible for overall concept, design and execution of marketing materials with adherence to strict deadlines for women's retail company. Created and designed 2/C and 4/C flyers, direct mail pieces, posters, in-store signage, billboards, newspaper and magazine advertisements. Created in-store designs, window designs and special event designs from conception to completion. Concept and design for new bath & body line including packaging and marketing materials. Assisted with professional fashion photoshoots for new design line. Responsible for brand management and maintaining corporate identity. Worked closely with buyers and outside services to layout final production.

1/99 - 4/99

SPORTS ILLUSTRATED, NEW YORK, NEW YORK • CREATIVE SERVICES INTERN

Assisted in the design and development of promotional pieces and other sales materials. Worked closely with Art Director in all phases of business operations, art and design.

EDUCATION :

SETON HALL UNIVERSITY, SOUTH ORANGE, NEW JERSEY

B.A. Advertising Art, May 1999 • Recipient of Certification in Computer Graphics

PACE UNIVERSITY, NEW YORK, NEW YORK

Attended 1995-1996

HONORS/AWARDS: Seton Hall University Dean's List, Who's Who Among American High School Students