

Profile

Art Director for several New York area ad agencies and in house marketing departments with eight years of professional graphic design experience and four years of marketing management experience.

AVON Products

New York, NY

Art Director US Marketing

- Designed various marketing material in an in house agency environment including: collateral material, print advertising, direct mail, point of purchase, tradeshow booths, logo design, and presentations.
- Managed a team of designers, and copy editors
- Worked closely with new product development and the Senior Marketing VP
- Contributed to the development of "What's New" magazine.

PRMC Advertising

Morristown, NJ

Art Director

- Directed and designed print ads, trade show material, electronic presentation material and websites for the Healthcare and pharmaceutical industry. Worked closely with clients on all projects.

Superior Bank, FSB

Orangeburg/New York, NY

Marketing Administrator

- Managed and directed six in-house Graphic Designers in both a creative and administrative capacity.
- Controlled a monthly average of 75 collateral, sales support, internal and external marketing initiatives (direct mail, tradeshow booths, fax flyers, presentations, logo design, training materials, etc.) for sixteen offices nationwide.
- Maintained a \$2 million yearly marketing budget that includes, but is not limited to; web and various forms of print advertising, three nationwide conferences, customer giveaways, multiple monthly tradeshows, public relation initiatives and general operating expenses.
- Developed and maintained ongoing training, internally and externally, for Graphic Design team and various departments nationwide. Hold daily/weekly creative meetings to inspire healthy competition and create a forum for open creative discussion and growth. Visited satellite offices to train sales and operations employees on how to utilize the marketing department to increase business and overall employee moral.
- Created workflow system to streamline design and approval process, as well as, measure productivity effectiveness for senior management.
- Designed an average of 10 projects per month while maintaining management duties.

Sawyer Studio

New York, NY

Graphic Designer/Systems Administrator

- Designed various marketing material in an agency environment including: collateral material, print advertising, direct mail, point of purchase, tradeshow booths, logo design, and presentations.
- Worked closely with Account Executives serving major film and television distributors throughout the United States.
- Maintained all hardware and software related to the Mac network

Skills

- extensive knowledge of many industry standard applications
- taking a broad-stroke concept and making it real
- identifying what's most important and getting it done
- imparting information and enthusiasm to others
- understanding the potential of technology and putting it to use

Education

American Management Association – New York, New York

- Principles of Project Management
- Effective Marketing Strategies

Thunder Lizard Productions – Seattle, Washington

- Web Design 99
- Macromedia Web World'00 – '01

Marywood University, Scranton, PA

- BFA Graphic Design

Westlake Internet School

- Web Mastery - HTML, JAVA, ASP

Salary Requirements

40's + Benefits