



[Senior Art Director]

CONTACT

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EDUCATION:

The School of the
Art Institute of Chicago —
Bachelor of Fine Arts

Tidewater Community College —
*Associate of Applied Science
Graphic Arts*

SKILLS:

Art Direction
Graphic Design
Collaboration
Communication Skills
Innovation
Detail Oriented
Print and digital creative
Photography
Microsoft PowerPoint
Microsoft Word
Adobe Photoshop
Adobe InDesign
Adobe Illustrator

AWARDS:

2016 – Marketer Quarterly's Best
Cross-Channel Campaign for
Financial Services

2018 – Philly DMA Benny Award for
Best Creative in Direct Marketing

EXPERIENCE:

04/2023

Present

Freelance Contractor || Senior Art Director || Maryland

- Freelancer working independently or with a team of creatives for digital and print marketing materials.
- Art direct and design campaigns, emails, display ads, online videos, social ads, logos, graphics, direct mail and marketing collateral.
- Collaborates with creative directors, art directors, animators, developers, studio and account teams from concept to final execution.
- Oversee the production process for print and digital.

Clients: Jewish Community Center, Blue Cross Blue Shield, Creative Circle, EXL Services, Amica, NJM, Farmers Insurance, LendingClub.

10/2011

04/2023

Merkle Inc. || Associate Creative Director || Maryland

- Collaborated closely with strategy, media, and account teams to produce data-informed creative including A/B testing and Dynamic Content Optimization (DCO).
- Produced single channel and omni channel campaigns across display, online videos, social media, landing pages, direct mail and marketing collateral.
- Worked with animators and developers to execute digital and online components.
- Increased revenue with an average gift of \$984 across 3 mailers in a fiscal year for National Multiple Sclerosis Society.
- Over five years, helped triple the creative billings for our Gerber Life Insurance client.
- Collaborated on numerous winning pitch teams for new business.

Clients: Gerber Life Insurance, American Cancer Society, NMSS, Nationwide, Discover Card, PNC Bank, KeyBank, Laser Spine Institute, Boys & Girls Clubs of America, Chase Bank, FNBO, Canadian Tire.

Other positions held: *Freelance Designer, Art Director, Art Supervisor*

05/2010

06/2011

Parsons || Graphic Designer || Chicago

- Worked with internal creative team to design in-house marketing materials, proposals for new business opportunities in Microsoft Word, PowerPoint and bounded print.
- Collaborated with Account Coordinators and Engineers to design proposals, conference materials, information packets, custom graphics, charts, infographics, logos, expo marketing materials, posters, PowerPoint presentations, evites and landing pages.
- Prepared final layouts and oversaw the production process with vendors.

06/2006

09/2009

Pratt Marketing Group || Graphic Designer || Chicago

- Designed and presented print ads, direct mail packages, print collateral and websites to financial and healthcare clients.
- Oversaw print and digital production by releasing files to printers, reviewing proofs, attending press checks and website development with developer.

Clients: Discover Card, American Dental Association, Silver Cross Hospital, Lettuce Entertain You.