

summary

Interactive and direct response Design Supervisor with proven track record of generating results, leading teams, and creating strategic, breakthrough campaigns.

accomplishments

- Directed two company-wide rebrandings
 - Lead team in creation of ALM print and digital media kits
 - Created print and interactive rebranding campaign for Law.com
 - Implemented custom, cloud-based job tracking system that increased department productivity by 15%
 - Created Flash virtual tour for RealShare conference
 - Managed work flow of over 1,200 creative assignments per year
 - Concepted, created, and implemented multi-media display for ALM events
 - Participated in new business development through creation of pitch decks and collateral materials
 - Created and implemented best practices for email blasts, online presences, and flash advertising
 - Launched NuptialNotes.com, providing custom, hand-made wedding stationery
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work history

- Design Supervisor, ALM, New York, NY; 2009-current
- Design Manager, ALM, New York, NY; 2008-2009
- Graphic Designer, ALM, New York, NY; 2007-2008
- Presentation Designer, ALM, New York, NY; 2006-2007
- Page Designer, Daily Racing Form, New York, NY; 2002-2006
- Features/Page One Designer, Waterbury Republican-American, Waterbury, CT 2000-2002
- Paginator/Graphics Editor, Times Recorder and Coshocton Tribune, Zanesville, OH; 1999-2000

expertise

- Assist Creative Director in direction of in-house creative department staff and freelancers, hiring, budgets, scheduling
- Provide strategic direction, positioning, and go-to-market planning
- Interactive design, print design, direct response, and direct mail
- Flash, InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat, Quark, HTML, CSS, and ActionScript 2 and 3
- User experience, information architecture, and web development
- Viral marketing, mobile marketing, social networks, emerging technologies
- Business-to-business and direct-to-consumer communication
- Integrated campaigns—interactive, print, direct mail, and events
- Publishing background provides strong direct response foundation and discipline
- Editorial experience provides strong sense of typography and ability to work under tight deadlines