

EXPERIENCE

Interactive Art Director, Sales & Marketing | 2010 – Present

Here Media, Inc., New York, NY

- Generate and project the brands of America's leading LGBT publisher and broadcaster: Out Magazine, The Advocate, HIV Plus, Gay.com, Out.com and Advocate.com
- Create sales, marketing, promotional, editorial and pre-sales collateral including: media kits, presentations, sell sheets, advertorials, custom online channels and landing pages, rich media units, print and online ad campaigns, video sell pieces, marketing e-mails, invitations, event programs and more
- Collaborate with Publisher, Editors, Sales Directors and Marketing team members to conceive new editorial and advertorial programs
- Ideate, design and manage the production of 360-degree custom programs
- Develop design concepts and wireframes for new applications, programs and platforms
- Direct photo and video shoots for custom programs
- Partner with Ad Operations team to optimize branded and co-branded ad campaigns

Associate Director, Creative Services | 2007 – 2010

Forbes, Inc., New York, NY

- Designed sales, marketing and promotional collateral including: presentations, custom online channels and landing pages, advertorials, rich media units, print and online ad campaigns, marketing e-mails, invitations, event programs and more for the top business news publisher
- Managed creative services design team
- Collaborated with sales and marketing teams to ideate and produce creative collateral for new custom programs
- Consulted with clients pre and post-sale to tailor and execute multi-platform marketing programs

Freelance Art Director | 2003 – 2007

H Creative Services, New York, NY

- Produced promotional, marketing and sales materials including web sites, presentations, media kits, video reels, and print and online ad campaigns
- Consulted on marketing plans and ad buys
- Managed outsourced staff

Sales and Marketing Coordinator | 2000 – 2003

Rasenberger Media, New York, NY

- Provided support in all aspects of sales and marketing operations at the cable consulting firm which specializes in launching new cable networks
- Wrote and developed sales and marketing presentations for start-up and newly launched networks
- Hired, trained and managed support staff

SKILLS

Adobe: Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Fireworks, PDF Portfolio

Microsoft: Office, Excel, Powerpoint

Macintosh: Keynote, Final Cut Pro, DVD Studio Pro, Garage Band

Programming Languages: HTML, CSS, JS, AS2

EDUCATION

School of Visual Arts | 2001 – 2007

- Enjoyed various graphic design and fine arts classes through the Continuing Education program

SUNY at Buffalo | 1992 – 1996

- Dual B.A., Psychology, Social Sciences Interdisciplinary Degree Program. Graduated **Magna Cum Laude**.

CLIENTS

I have had the opportunity to work with many brands across several categories. This is an edited representation.

ALCOHOL

BUD LIGHT
COORS
DON JULIO
GRAND MARNIER
KETEL ONE
STOLICHNAYA
42 BELOW

AUTOMOTIVE

BUICK
FORD
LEXUS
SAAB

CONSUMER PACKAGED GOODS

KY
LISTERINE
METHOD HOME
REMBRANDT
TYLENOL PM

ENTERTAINMENT

FASHION TV
HBO
HERE TV
PRIDEVISION
Q TELEVISION NETWORK
SHOWTIME
STARZ
TIME WARNER CABLE

FINANCE

AMERICAN EXPRESS
CREDIT SUISSE
HSBC
SAXO BANK
WELLS FARGO

FRAGRANCE

CALVIN KLEIN - EUPHORIA
MARC JACOBS - BANG

MISC

AMWAY
MATTEL

PHARMA

ABILIFY
ATRIPLA
KALETRA
PREZISTA
VIRAMUNE

RETAIL

ARMANI JEANS
DOCKERS
LEVI'S
MACY'S

TECHNOLOGY

CISCO
DELL
HEWLETT PACKARD
IBM
MICROSOFT

TELECOM

AT&T
SPRINT
VIRGIN MOBILE

TRAVEL

AMERICAN AIRLINES
ATLANTIS
BERLIN TOURISM
CONTINENTAL
HOLLAND TOURISM
RSVP CRUISES
SAN FRANCISCO TOURISM
SOUTHWEST