

CREATIVE DIRECTOR + DESIGN CONSULTANT

As a visual storyteller, I collaborate with leadership and key stakeholders to achieve corporate and business goals, crafting compelling and visually engaging materials that captivate, inform, and in-spire. With expertise in marketing design and multimedia campaigns across various sectors — such as adtech, publishing, consumer goods — I design for diverse mediums, including print, digital, web, and video. I manage every stage of the design process, from initial concept through to final delivery.

PROFESSIONAL EXPERIENCE**MODERN ALCHEMY**

Independent Designer + Creative Consultant | September 2023 – Present

- Work with diversified clients to create multimedia visual communications including branding, marketing, advertising campaigns, and social media.
- Apply design thinking from ideation through concept development, refinement, and execution.
- Present and sell-in creative concepts by demonstrating a strong understanding of briefs, with clear communication of a creative solution.
- Full comprehension of pre- and post-production processes to seamlessly drive deliverables from start to finish.

THE TRADE DESK, NEW YORK, NY

Art Director, Marketing | September 2017 – August 2023

- Collaborated with marketing colleagues, campaign managers, and content teams to develop and design integrated assets (including advertising, branding, social media) across various mediums (digital, print, video, and events).
- Developed animated assets for social media campaigns and e-blasts. These included motion design, micro-sites, and sizzle reels.
 - **Results:** Boosted awareness of the company and the benefits of programmatic advertising among upstream audiences, while also increasing the company's visibility to industry talent.
- Created and introduced the company's first intranet site for new hire onboarding.
 - **Results:** Simplified the process and provided immediate insight into the company's culture, enabling employees to quickly get up to speed.
- Partnered with People Ops on employer branding initiative to concept and produce communications that engage and retain current employees.

INDEPENDENT DESIGNER + CREATIVE CONSULTANT

January – August 2017

- Delivered creative concepts and executions and polished presentations for both B2B communications, leveraging digital and print media.
- Worked with sales teams to develop collateral designed to boost advertising sales.

MANIFEST, NEW YORK, NY

Senior Art Director, Marketing Services | May 2015 – December 2016

- Developed, designed, and produced multi-media marketing tools for key clients (WebMD, The Ritz-Carlton, JW Marriott) including advertorials and digital media kits.
- Created visually engaging marketing and sales collateral for business development, including presentations, for ad space proposals that emphasized audience, reach, and ROI.
- Designed web advertisements for trade magazines.
- Managed production processes and optimized designs for web and printed materials.

MEREDITH PARENTS NETWORK, NEW YORK, NY

Parents · FamilyFun · American Baby

Design Consultant | October 2013 – May 2015

- Collaborated with senior management to develop engaging sales and marketing materials for the entire portfolio, encompassing three distinct brands. This included digital experiences, in-magazine advertorials, branded brochures, and event collateral.
- Oversaw the complete process for materials, from inception to final delivery, for both print and digital executions.

HEARST CORPORATION, NEW YORK, NY

Oprah Magazine · Woman's Day

Freelance Art Director, Marketing | April 2013 – October 2013

- Appointed as interim Creative Director, created and developed all sales and marketing materials.
- Coordinated and directed in-book photo shoots for special advertiser sections in publications. This involved creating storyboards in collaboration with Marketing and clients, selecting stylists, and sourcing photographers.

MEREDITH CORPORATION, NEW YORK, NY

Ladies' Home Journal

Creative Director, Marketing | April 2007 – February 2013

- Partnered with the Publisher, Associate Publisher, and Marketing team to develop marketing and sales materials, including in-book advertorials, advertorial mockups, media kits, brochures, e-blasts, online ads, look-books, new business presentations, and premium mailings.
 - **Results:** Secured business from advertisers where the company was not typically included in their media plans.
- Assisted clients in enhancing the value of their advertising investments to boost consumer awareness.
 - **Results:** Effectively helped clients maximize the value of their advertising investments, resulting in increased consumer awareness and improved campaign performance.
- Recruited and provided art direction to animators to produce motion graphics videos and sizzle reels.
- Managed event photography and videography for B2C shopping center and mall events, designed corresponding promotional materials, and collaborated with advertisers to enhance their in-market presence.
 - **Results:** Boosted their product visibility, leading to increased event attendance and advertiser satisfaction.
- Streamlined art department operations, optimizing workflow and scheduling for staff designers and contractors, and efficiently managed relationships with vendors (print vendors, design firms, photographers).
 - **Results:** Improved project turnaround times and enhanced collaboration.

ADDITIONAL RELEVANT EXPERIENCE

Creative Director, Marketing | Better Homes & Gardens

EDUCATION

Rhode Island School of Design (RISD), Bachelor of Fine Arts (BFA) in Graphic Design

CERTIFICATIONS

Harvard Business School Online (HBSO), Certificate in Management Essentials

SKILLS

- Adobe Creative Suite | Illustrator, InDesign, Photoshop; working knowledge of After Effects, Dreamweaver, Figma
- Microsoft Office | PowerPoint, Word, Excel
- Content Management Systems | Ceros, Splash, Squarespace, Wix
- Workflow Management | Asana, Bynder, Confluence, Slack
- Canva, Keynote, Frame.io
- E-learning | Articulate Rise 360
- Best practices for digital, print, social media, and video formats