

## 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 | 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