

MARKETING STRATEGY • ART DIRECTION • CREATIVE SERVICES

Visionary creative leader and solutions-based marketer with an editorial eye and a diplomatic, influential communication style. Aligns business and conceptual goals with resource and budget availability through strategic planning and tactical project management. Motivates and leads diverse marketing/creative teams, and cultivates shared vision of stakeholders and contributors through communication and expectation management. Cornell BFA/BA.

Identity & Branding | Cross-Channel Marketing Campaigns | Concept Development | Event Marketing | Advertising & Promotions | Web Strategy & Analytics | Business Process Optimization | Executive Presentations | Agency & Vendor Management | Social & Digital Marketing | Leadership & Staff Development | Project Management

PROFESSIONAL EXPERIENCE

CITY UNIVERSITY OF NEW YORK (CUNY), New York, NY 2012 – 2014

Acting Director of Marketing, Brooklyn College (09/2012 – 6/30/2014)

Reporting to the AVP/Executive Director, led creative services/administration for centralized marketing department, with a direct/matrix team comprised of up to 9 designers, producers, writers, and editors. Held client meetings, implemented strategy and briefs, and oversaw day-to-day client management and status briefings.

- **Advocated for deeper integration of the user journey** at all phases of planning, and prompted a shift from tactical to strategic in developing/maintaining marketing vehicles.
- **Increased the emphasis on cross-channel distribution** to engage with CUNY's diverse demographic, and promoted responsive microsites for marketing the mission and message of unique departments within the college.
- **Guided development of compelling thematic stories** to drive recruitment and fundraising, including a Donor Lifecycle vision connecting students and alumni with the university's mission and the impact of their contributions.
- **Incorporated extensive photo experience** to transform photographic imagery utilization in larger marketing efforts.

MARKETING & CREATIVE CONSULTANT, New York, NY & Boston, MA 2006 – Present

Freelance (03/2006 – 10/2012)

Secured engagements with corporate, non-profit, and academic clients including KPMG, Brown Brothers Harriman, International Data Corporation (IDC), AlohaCare (Honolulu), Boston Public Schools, Neurometrix (biotech start-up), and MMB Creative Agency.

- **Championed a holistic approach to creative/marketing** on short-/long-term projects, and forged productive working relationships with stakeholders and sponsors to prioritize projects according to business/strategic goals.
- **Optimized creative output** via collaborative dialogue throughout project lifecycle, and provided comprehensive graphics, copywriting, art direction, photo styling, and editorial services.
- **Produced corporate communications and other materials for large-scale distribution**, including a 70-page publication for the Boston Public School system and several white papers, executive presentations, photo shoots, and reports for corporate clients.

MASSACHUSETTS COLLEGE OF PHARMACY & HEALTH SCIENCES (MCPHS), Boston, MA 2007 – 2010

Director of Creative Services, MCPHS (06/2007 – 06/2010)

Reporting to the VP, supervised creative production and conceptual work for internal clients at the oldest college in the City of Boston. Managed internal and freelance resources and set forth timelines, deliverables, and approval workflows to maintain high quality standards in a fast-paced environment.

- **Expanded media strategy and negotiated buys** with print, digital, and signage vendors for a multimillion-dollar budget allocated across three separate New England campuses.
- **Introduced cohesive brand architecture**, and documented end-to-end usage standards for all media applications.
- **Concurrently served as Art Director and Managing Editor** for all of the college's publications, including presidential newsletters, annual reports, and alumni magazines with over 100,000 bi-annual circulation.

COMMONWEALTH OF MASSACHUSETTS, Boston, MA 2003 – 2006

Senior Designer, Executive Office of Health & Human Services (EOHHS) (02/2003 – 02/2006)

Worked with editors, designers, translators, and business stakeholders to develop informative and user-friendly program collateral in 10 different languages.

- **Devised workflows** to streamline requirements gathering, project launch, creative brief production, and inter-departmental approvals.
- **Developed comprehensive branding guidelines** for the department, and crafted unique marketing approaches to engage and educate diverse audiences.
- **Leveraged best practices in information design** to create awareness around EOHHS screening programs via flyers, posters, brochures, and collateral displays used in clinics and doctors' offices around the State.
- **Generated high-impact presentations** and proposals for the EOHHS senior executive team.

CITY OF YUMA, Yuma, AZ 2001 – 2002

Visual Arts Administrator, Arts & Culture Division (05/2001 – 11/2002)

Managed visual arts planning and project management for the City of Yuma's rapidly expanding cultural programming, and served as the City's Public Art Administrator with accountability for purchasing, research, advisory, and coordination.

- **Co-produced major citywide events** including the Children's Festival of the Arts, an annual celebration that draws hundreds of attendees.
- **Collaborated with architects and designers** on a multimillion dollar historical theatre renovation to create a centralized arts complex in the City of Yuma.
- **Directed an annual, innovative mural-painting program** for approximately 25 area at-risk youth. Simultaneously provided job coaching, arts education, and urban improvement from a unique platform.

ADDITIONAL EXPERIENCE

VII PHOTO AGENCY, Brooklyn, NY 2010

Photojournalism Intern (05/2010 – 09/2010)

During self-initiated sabbatical, completed transformational internship with the influential agency.

- **Worked with major news outlets including Bloomberg, Time, National Geographic and Newsweek**, and designed/produced agency HTML newsletters and presentations.

EDUCATION

CORNELL UNIVERSITY, Ithaca, NY (2000)

Bachelor of Fine Arts (BFA), Photography;

Summer Art Studio in Rome, Internship with Photographer Massimiliano Ruta

Bachelor of Arts (BA), French Studies

Institut d'Etudes Françaises d'Avignon; Immersive Study in France

PROFESSIONAL DEVELOPMENT

Foundations of Management Leadership series; various **Adobe** conferences, workshops, and seminars; **PDN PhotoPlus**;

Maine Media Workshops, **VII Master Class** with photojournalist Ron Haviv; **HighEdWeb**;

Massachusetts College of Art & Design – semester courses in Web Design, Photojournalism, and Fashion Design;

New England School of Photography, Creative Lighting; **Canon/VII Gallery Workshop** with Antonin Kratochvil, Editing/Multimedia

TECHNICAL SKILLS

Microsoft Office & Adobe CS6 (Photoshop, Illustrator, InDesign, Dreamweaver); Digital Asset Management