

### PROFESSIONAL EXPERIENCE:

#### ■ Creative Director

**Medscape** (August 2019 to Present)

- Leading all design and branding efforts for the high-production Medscape Education marketing graphics teams.
- A player/coach, completing design work while acting as a mentor and manager of a team of US and Global designers.
- Oversee design requests and assignments, creating a best practice approach to increasing production, improving processes, and managing budgets.

#### ■ Creative Director

**Educational Resource Systems, Inc.** (July 2018 to August 2019)

- Design and execution of interactive, engaging eLearning and pharma training collateral across a range of digital/print media.
- Manage a staff of internal and external creatives, supervise project production from proposal stage through final deliverable. Oversee budget, SOW, vendor specialists, and timelines.

#### ■ Creative Director - Corporate Communications & Brand Strategy

**WebMD** (April 2014 - April 2018)

Hired as *Senior Manager*, promoted based on my performance and leadership of the brand's creative services efforts.

- Creative direction and support for all aspects of WebMD corporate communications, marketing/sales collateral, brand activations, events, social media, public relations, presentations, promotions, product launches, and corporate social responsibility.
- Develop brand guidelines and ensure acceptance by stakeholders. Collaborate with team leaders to define a consistent system of assets for use in external and internal communications.
- Provide design direction for co-branded marketing solutions and consumer facing partnerships.

#### ■ Senior Designer - Marketing & Advertising

**NYDailyNews.com** (April 2010 - April 2014)

#### ■ Design Director - Corporate Marketing

**U.S. News & World Report, Fast Company, The Atlantic Monthly, Radar**  
(December 1998 - March 2010)

#### ■ Art Director - Marketing

**Good Housekeeping – Hearst** (October 1996 - December 1998)

#### ■ Graphic Designer - Marketing

**Condé Nast Traveler – Condé Nast** (October 1994 - October 1996)

#### ■ Graphic Designer, Marketing

**Advertising Age – Crain Communications** (June 1991 - October 1994)

### SPECIALIZATIONS:

- Cross platform digital and print design
- Social media
- Print & Outdoor advertising campaigns
- Industry event activations
- Logos/brand identity development
- Retail and co-branded partnerships
- Corporate identity and brand guidelines
- Employee communications/newsletters
- Public relations assets and infographics
- User interface design/wireframes
- Corporate social responsibility collateral
- Custom sales presentations
- Branded content/native advertising
- Email marketing
- Direct mail
- Corporate investor site design
- Sizzle reel/video production
- Photo shoot direction
- Package design

### SKILLS:

Experienced in Macintosh /PC systems using Adobe InDesign, Photoshop, Illustrator, Sketch, Fireworks, Dreamweaver, Powerpoint, Keynote, HTML. Exceptional written and verbal communication abilities.

### FREELANCE DESIGN CLIENTS:

NYU – Tisch School of The Arts,  
The National Kidney Foundation, Coro NY,  
American Red Cross of Greater New York,  
Columbia University, The Berkeley School,  
Open University Foundation, Collective Media  
Children's Miracle Networks Hospital,  
Family Circle, St. Mary's Hospital,  
Upwardly Global, Urban Pathways,  
The Archdiocese of New York, Latino Expo,  
Tiki Barber Golf Tournament at Baltusrol,  
Cannes Advertising Festival, Cynopsis Media,  
American Management Association,  
Eating Well, Woman's Day, Travel Holiday,  
Traditional Home, Working Mother,  
American Park Networks, Mirabella

### EDUCATION:

Kean University - Union, New Jersey  
BFA, Visual Communications