

## SUMMARY

A passionate, creative leader with 15+ years of advertising experience focused in web and print design. Designer and mentor adept at both directing the creative work and developing the creative individual. In previous role, overhauled online ad creative resulting in record revenue growth.

## EDUCATION

**UNIVERSITY OF BALTIMORE**  
BACHELOR OF SCIENCE  
Corporate Communications

**COMMUNITY COLLEGE OF BALTIMORE COUNTY**  
ASSOCIATE OF APPLIED SCIENCE  
Computer Graphics and Visual Communications

## EXPERTISE

- Art Direction
- Graphic Design
- Adobe Photoshop
- HTML5 & CSS
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe After Effects

## HONORS

- 2010 Gold and Silver Baltimore Addy Winner
- Graduated Summa Cum Laude from the University of Baltimore
- Alpha Chi Honors Society Member
- Phi Theta Kappa Honors Society Member
- Eagle Scout, Boy Scouts of America

## EXPERIENCE

### **GNC: FEB 2022 - PRESENT** FREELANCE DIGITAL DESIGNER

As a full-time Freelance Digital Designer, I concept, design, and animate social media, email, website, and banner ad graphics for both GNC US and Canada.

### **MONEY MAP PRESS: MAY 2018 - NOV 2021** ART DIRECTOR

As an Art Director at Money Map Press, my primary role was to help elevate the level of creativity and design for all projects. Duties included:

- Mentored and developed designers resulting in their advancement to more senior positions
- Directed designers and provided constructive feedback to help them solve issues related to visual design and layout
- Presented concepts to project stakeholders
- Led team creative review and brainstorm meetings
- Designed video graphics packages, printed newsletters, new product logos, and banner ads
- Designed and developed mobile-optimized landing pages to house sales videos

### **AOL: JUL 2011 - NOV 2017** ART DIRECTOR: AUG 2016 - NOV 2017

*Previous Roles: Associate Art Director, Senior Designer, Interactive Designer*

As leader of the Art Director group for AOL's Creative Client Services team, my primary role was to ensure that all projects met the highest standards of design and creativity. This included making certain that the team delivered projects that were on-brand, effectively communicated the client's message, exceeded the campaign objectives, and delivered on the key performance indicators. Duties included:

- Mentored Senior Designers & Associate Art Directors
- Presented concepts directly to large clients and agencies
- Planned and led concept meetings and directed team members in conceptualizing and brainstorming
- Directed designers and provided constructive feedback to help them solve issues related to visual design, layout, animation, interactivity, copywriting, and UX/UI
- Designed and built best-in-class HTML5 mobile and desktop ad campaigns

### **CARTON DONOFRIO PARTNERS: JUL 2007 - JUL 2011** DIGITAL PRODUCTION ARTIST: JAN 2009 - JUL 2011

*Previous Roles: Interactive Producer*

As a Digital Production Artist, I aided in the design and development of integrated advertising campaigns, created award-winning banner advertisements, and developed highly effective email marketing templates.