



CREATIVE DIRECTOR • ART DIRECTION • USER INTERFACE EXPERTISE • MULTI-PLATFORM EXPERIENCE

Award-winning digital advertising and marketing professional with extensive experience envisioning, creating and launching powerful programs for organizations ranging from global leaders to small start-ups. Passionate, personable, creative and collaborative, skilled at building long-term profitable relationships with clients and internal teams. Entrepreneurial and driven, offering record of success in traditional and self-employment settings.

SPECIALTIES

Creative Direction • Branding • Digital Promotion • Social Media Marketing • Email Marketing • Project Management
Content Management Systems • Mobile and Web Design • Photography • Cross-Functional Collaboration • HTML

EXPERIENCE & ACCOMPLISHMENTS

ActiveHealth Management • *Digital Creative Director, UX* • New York, NY 7/2014 – Present

Provide end-to-end creative direction, branding leadership and project management for this interactive wellness learning platform (a subsidiary of Aetna). Manage content management system (CMS) to ensure content and design accuracy and consistency on mobile app, online wellness group coaching, and health events. Continuous design refinement of all content as well as new applications for interactive and engagement capabilities. Art direction for wellness solution program materials: flyers, presentations, and email design.

- Contributed to launch of completely new e-service wellness platform in under six months. Massive effort incorporates hundreds of wellness-focused activities organized into 50+ categories. Continued support to increase engagement while adding new resources and content.
- Expanded role from original mandate encompassing UX for wellness platform to now include CMS and mobile app content and design. Given additional responsibility in recognition of collaboration and project management skills.
- Recognized in performance reviews and informally for high quality design work, willingness to go beyond role to help others, and high level of commitment to organizational success.

teamDigital Promotions • *Senior Art Director* • Bethel, CT 4/2014 – 7/2014

- Conceptualized and executed interactive and digital campaigns for some of the world's leading brands including MasterCard, xfinity, NBA, Comcast, WB Mason and Boxtrolls. Responsibilities included art direction and design, brand development, leading brand campaigns from concept to digital platform, campaign decks and agency pitches.

Hunter Design Studio • *Creative Director & Owner* • Newtown, CT 2008 – 7/2014

- Launched full-service studio providing graphic design, web design and development, brand development, marketing, advertising and photography services. Clients for 15 websites and over 40 logo designs include Equifax and others.

eWayDirect • *Interactive Art Director* • Southport, CT 2/2010 – 1/2014

- Led art direction, concept, design and execution of client creative needs. Client roster included: Swatch, Tissot, Omega, Alex and Ani, 1-800-PetMeds, Lancome and others. Drove 15.5% click-to-open rate (CTO) improvement for Omega.
- Design and front-end development of creative projects including HTML email campaigns, banner ads, landing pages, websites, custom branded social media websites, and companies' micro-sites.

Vertrue, Inc. / Adaptive Marketing • *Interactive Art Director* • Norwalk, CT 4/2002 – 1/2010

- Winner of 2010 Web Marketing Association WebAward for Outstanding Achievement in Web Development for contributions as Art Director and Design Lead. Available: <http://www.webaward.org/winner.asp?eid=15412>.
- Originated and produced innovative design solutions to drive revenue for this \$800 million-dollar digital marketer of membership-based websites.
- Developed and adapted design styles across a variety of business categories, including (but not limited to) shopping and entertainment, health and beauty, and credit reporting and protection.
- Provided art direction and mentoring to two designers and coordinated design production from concept through completion. Contributed to career development of these two professionals, both of whom are now Art Directors.
- Translated subject matter into fresh design for a wide array of promotional media, including full-scale product websites, email blasts, banners, self-mailers, complete direct mail packages, print, and online sales collateral.

Travel Trade Publications • Graphic Artist • New York, NY 8/2001 – 4/2002

- Produced and troubleshoot design and layout of weekly newspaper and client trade supplements.
- Enhanced and expedited editorial layout of monthly trade publications.
- Retouched photos and designed full-page client advertisements.
- Contributed to all facets of design direction, including visual themes, page layout, photography and typography.

zUniversity • *Graphic Artist* • Stamford, CT 8/2000 – 8/2001

- Created and customized promotional collateral.
- Supported field and corporate marketing by designing brochures, mouse pads, posters, and other material.

COMPUTER TECHNOLOGY

Expert-level proficiency in Photoshop, Illustrator, InDesign, PowerPoint & Word

EDUCATION

Bachelor of Arts, Graphic Design & Media Arts • May 2018 (Anticipated)
Southern New Hampshire University • Manchester, NH

Commercial & Fine Arts Diploma • December 1999
Connecticut Institute of Art • Greenwich, CT