

experience

2007-2009 **agency.com** New York, NY
Senior Art Director

- Served as creative lead on British Airways North America from 2008-2009
- Creative lead on DelMonte canned vegetable digital campaign
- Lead Art Director on the global print/outdoor/ and digital LG Scarlet phase III campaign
- Spearheaded creative pitches/presentations as creative lead/presenter for Etrade, LG Phase III, Crown Royal and Roswell Cancer Institute
- Recruited, managed, and mentored a group of jr. art directors, freelancers and designers

2002-2004/2005-2007 **schaadDesign** New York, NY
Freelance Art Direction + Design

Founded and operate creative services company

project types: Advertising - Print/Outdoor/Video/Viral/Interactive;
Design -Corporate identity/branding, website design, print design, editorial, DM/Collateral
agencies/clients: McGarry Bowen, Interbrand, Wolff Olins, CDM, Y&R, Pfizer

some brands: Verizon, Chase, Citibank, Goldman Sachs, jetBlue, Virgin Atlantic,
Trend Micro, Starter, Reebok

2007-2009 **Sanofi Synthelabo** New York, NY
US Web Manager, Corp Communications

- Worked with an international team in establishing standard operating procedures and digital brand standards for the merger of Sanofi-Synthelabo with Aventis
- Managed and maintained transparency with international corporate guidelines while appropriating Sanofi brand in the US market
- Led pilot investor relations content section on an affiliate level to set the model for corporate-wide integration

education

The Pennsylvania State University University Park, PA

BA, Telecommunications

- Concentration of studies in emerging industry
- Coursework in film theory and film/TV production

skills

industry knowledge:

Creative direction, Art direction, Creative strategy, Print design and production, Web design and production, User interface design, System testing. E-commerce strategy, Marketing strategy & conceptualization, Client relations and presenting

software:

Adobe: Photoshop, Illustrator, Imageready, InDesign, Acrobat Professional, Distiller, Fireworks, Flash, Dreamweaver;
Apple: OSX software bundle, Apple vs. PC compatibility, Networking; Microsoft: Office Suite, Visio; Quark Xpress