

## SUMMARY

Senior creative with over 19 years of experience in art direction, graphic design, and multi-media production. Strong agency background in creative direction for web, mobile, print and broadcast. Extensive on-set experience with print and tv shoots including post production editing.

Built strong freelance career as creative consultant driving marketing initiatives for small businesses and non-profits, including branding, digital content, fundraising, events and email marketing. Thoughtfully managed budgets, freelancers, photographers, coders and junior staff as needed.

## EXPERIENCE

▶ March '07 - present

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### **Owner & Designer: The Working Dog**

Offer full-service creative direction and consultation for various businesses. Projects include web, mobile, print, video and infographics. Manage project timelines, budgets and hire contractors as needed.

**Clients:** G3 Communications, Bematech, Demdaco, Willow Tree, Glam Mom New York, IntelTravel, Chief Graphics, Growing Love Community Garden

▶ January '03 - March '07

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### **Art Director: Publicis New York**

Extensive agency background in graphic design and art direction for print and broadcast. Part of lead creative team on CPG accounts. Robust on-set experience with print and tv shoots and post production editing.

**Clients:** DayQuil, NyQuil, Fibersure, Vicks, Thermacare, L'Oreal

▶ June '99 - January '03

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### **Art Director/Designer: D'Arcy New York**

**Clients:** Ernst & Young, Norelco, Mars, Heineken, Lily of France

▶ May '97 - June '99

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### **Production Coordinator: DMB&B Corporate Communications**

**Projects:** Digital and print communications; annual Agency meeting for over 400 attendees; direction of Agency sizzle reel; production of trade show booths; Agency press materials

▶ July '96 - May '97

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### **Production Assistant: DMB&B New York**

**Clients:** Pampers, Charmin, Crest, Scope, Dawn, LG, Coca Cola, Tyco, Ad Council

## TECHNICAL SKILLS

**Creative Software:** Photoshop, Illustrator, Indesign; Acrobat Pro, Dreamweaver

**Social Page Building:** Facebook, YouTube, Twitter, Instagram, Pinterest

**Web Builders:** Wordpress, Shopify, Squarespace, Wix, Go Daddy

**ESP & CRM:** Vertical Response, Constant Contact, MailChimp, Network For Good

## EDUCATION

B.A. English and Communications, Villanova University, Cum Laude, May '96

## VOLUNTEER WORK

### Grant Writer/Recipient

Co-wrote and received an educational grant for a 24 week after-school coding workshop for first and second grade students at John Philip Sousa Elementary School in Port Washington. Work with lead teacher to instruct curriculum-based block coding to students using Code.org, Blockly, Wonder "Dash" robots and Osmo iPad STEM kits.

### Technology Chairperson

Lead Technology committee at John Philip Sousa Elementary. Design, publish and maintain Sousa HSA website and all online properties of Sousa HSA.

### Cultural Arts Chairperson

Represent Sousa Elementary School at District Cultural Arts events and meetings; work with school administration to research, budget and schedule Cultural Arts programming for over 550 students and staff.

### PortFest Booth Chair

Lead Sousa Elementary School's booth and craft at annual HEARTS PW fundraiser

### Coach, Port Washington Soccer League

Lead and coach PWSC Junior Girls Intertown Travel Soccer Team

## HOBBIES

**Concerts; everything soccer; NWSL games; surviving my teenage daughters; my family, the beach and my dog.**