



QUALIFICATIONS PROFILE

Creative Director with extensive experience leading creative teams in cross-functional processes and timeline management. Demonstrated success in all phases of creative development with a deep passion for creating and amplifying design aesthetic through print and digital media. Proven ability to simplify complex concepts into on-brand customer experiences. Senior management level collaborator establishing brand essence and differentiation of products and services within a highly competitive marketplace.

AREAS OF EXPERTISE

CREATIVE

- Branding
- Concept Development
- Art Direction
- Print and Digital Design
- Integrated Marketing
- Adobe Workspace, Keynote, InDesign, Photoshop, and Illustrator
- Wix Cloud Based Web Development

LEADERSHIP

- Collaboration with Executive Leadership
- Strategic Marketing
- Motivating/Mentoring Creative Teams
- Overseeing Consistent Style Guide Implementation
- Disciplined Problem Solver

MANAGEMENT

- Aprimo (Digital Asset Management)
- Microsoft Word, Excel, and PowerPoint
- Hiring & Retention
- Aggressive Deadlines
- Cross-Functional Teams
- Brand Amplification

PROFESSIONAL EXPERIENCE

SC Design, Boston, MA

Independent Art Director / Designer, 2017 – Present

Contracted art director/designer of print and digital marketing campaigns, brand/concept development and integrated marketing. Designed and created corporate identity, marketing materials, and children’s books. Clients include: Houghton Mifflin Harcourt [Trade Division], Loftus & Loftus PC, LearnWell, and Lexia Learning.

Houghton Mifflin Harcourt, Boston, MA – Global Leader in Pre-K–12 Educational Content and Services/EdTech

Creative Director, Creative Marketing, 2004 – 2017

Creative Director (2012-2017); Creative Manager (2007-2012); Associate Creative Manager, Senior Designer, Site Leader, and Mentor (2004-2007)

Developed print and digital marketing campaigns in partnership with product and field marketing clients. Lead creative strategic development. Creative contributor and leader aligning visual and verbal messaging with proposed campaign ideation and business goals. Collaborated with executive leadership in establishing and maintaining current corporate brand positioning. Supervised varying teams of copywriters, designers, and creative talent to provide integrated marketing communications from positioning stage to delivery.

Key Achievements:

- Managed 6K projects annually and 65 campaigns over five years.
- Spearheaded client satisfaction initiative for creative campaigns and positioning of products and services while maintaining 9/10 score over five years.
- Directed 15-26 creative team members.
- Member of the mentorship pilot program team for professional development, career growth, and job satisfaction.



PROFESSIONAL EXPERIENCE [continued]

- Conducted periodic performance reviews for direct reports to ensure growth, development, and success.
- Directed marketing initiatives and hands-on experience designing corporate branding, product and service brands, print and digital advertising, social media, print, visual content, packaging, art supervision, photography art direction and stock research, exhibit materials, style guides, catalogs, and collateral systems.
- Improved UX by collaborating with creative teams on email campaigns, landing pages, and online advertising ensuring user experience was purposeful for customers with simplified navigation, targeted messaging, mobile friendly, with clear call-to-action strengthening customer experience and brand loyalty.

Trinity Communications | Boston, MA – *Integrated Marketing Communications Agency* Senior Graphic Designer, Team Leader, and Internship Coordinator, 1995 – 2002

Key Achievements:

- Worked collaboratively with the President, Executive Partners, Creative Director, Copywriters, Account Executives, Designers, Project Managers, and Production Managers to service client's business needs including: branding, positioning, corporate identity packages, corporate communications, style guides, collateral materials, advertising, print and web design, press checks, and weekly revenue meetings for managing client account status and budgets. Clients included: Putnam Investments, The Shops at Prudential Center, Seaport Hotel/World Trade Center–Boston, and Leading Hotels of the World.
- Worked collectively with non-profit clients which included donating time and talent for needy causes: attended fundraising events, created event materials, and volunteered. Clients included: YWCA–Boston Chapter, Empowerment Workshops, Arts In Progress, National Conference for Community and Justice, and Boston Partners in Education.

EDUCATION

Bachelor of Fine Arts, Graphic Design

Massachusetts College of Art and Design, Boston, MA

Continuing Education

CURRENTLY:

University of London, London Business School-Brand Management – *“Aligning Business, Brand, and Behavior”*

University of California, User Experience – *“Research and Prototyping”*

School of the Museum of Fine Arts, Boston, MA – *Printmaking and Stained Glass*

Innosight Conference, Chicago, IL – *“Disruptive Innovation and Visual Storytelling”*

Lesley University, Cambridge MA – *“Integrating the Arts into the Curriculum”*

Massachusetts College of Art and Design, Boston, MA – *“Web Design”*