

*Development Communications Associate*

**10/16 – Present | Greenwich Country Day School, Greenwich, CT**

- Create and manage all communications for the GCDS Alumni Relations and Development Office
- Design campaigns for fund-raising, email marketing, events, social media, direct mail and digital support materials
- Responsible for the design and production the GCDS Annual Report on Giving

*Art Director*

**02/14 – 10/16 | Aurora Products, Inc. – Orange, Connecticut**

- Manage the Creative Department for manufacturer of All Natural and Organic food products
- Responsible for all aspects of brand identity, package design, print, digital, promotion and collateral
- Development and maintenance of responsive, mobile friendly company website resulting in increased online sales
- Art direct and style product photo shoots, video and multimedia presentations, retouch photography
- Design Tradeshow and POP displays, sell sheets, brochures, ads, email campaigns, newsletters and web promos
- Establish and provide content for social media accounts: Facebook, Twitter, Instagram, Pinterest, YouTube, Google+

*Freelance Graphic Design*

**01/12 – 02/14 | KreativeBitz – Orange, Connecticut**

- Clients Included: Buffalo Wild Wings, London Luxury, The Greek Archdiocese of America, FourM Capital LLC.

*Creative Graphic Designer*

**10/06 – 01/12 | Conair Corporation – Stamford, Connecticut**

- Responsible for package design of Conair Brushes, Hair Accessories, Rantoul Liquids and Private Labels
- Design and layout of print ads, catalog sheets, trade show banners, marketing/sales presentations, displays, web pages
- Art direct photo shoots, supervise and approve retouching
- Forecast and promote upcoming trends, construct trend books, boards and mechanical comps
- Assist with production, pre-press and printing requirements

*Art Director*

**06/99 – 05/06 | DYMO Corporation – Stamford, Connecticut**

- Responsible for conception, design, execution and creative team management for all DYMO Consumer, Professional, LabelWriter, and RhinoPRO labeling products
- Designed and produced print ads, sales collateral, direct mail, product displays, package design, trade show materials, email blasts, web banners and presentations
- Created, produced and distributed “Essentials”, a global company newsletter, on a quarterly basis
- Directed and stylized product photo shoots and assisted on corporate commercials
- Attended press checks and approved brand standards, color keys and matchprints
- Developed and implemented online project workflow for the creative, marketing and sales teams
- Studio management included organizing project servers, photo image library, backup system and archiving, training and directing staff, freelancers and consultants

*Senior Graphic Designer*

**12/96 – 06/99 | MicroWarehouse – Norwalk, Connecticut**

- Created and designed 4/color full spread and body pages for MicroWarehouse Catalog
- Processed and prepared digital images and logos for catalog and internet usage
- Retouched and color corrected hi-res images and assisted on special creative projects and magazine ads

**New York Institute of Technology**

Old Westbury, New York • Bachelor of Fine Arts, Cum Laude