

A dynamic, "hands-on", creative professional with over 20 years of experience in design, illustration, and creative management. I've honed my ability to blend traditional artistic skills with modern techniques through collaborations with renowned brands like AXE, Sauve, Degree, Barilla, Tyson, Smithfield, Bacardi, and Jägermeister.

My expertise spans a variety of disciplines, including strategic planning, design, 3D, advertising, and content strategy. As both a successful freelancer and agency leader, I'm committed to delivering innovative solutions and motivating teams in fast-paced environments. Passionate about art and storytelling, I'm constantly pushing the boundaries of creativity.

When you love what you do, it's not a job...

Experience:

Freelance Creative - 2023-Current

- Design work ranging from 3D, logos, e-mail campaigns, sell sheets, animations, apparel design and just about anything else, utilizing many of the skills and experiences from over the years for various clients.
- I teach a weekend cartooning/creative workshop for children.

Sr. Creative Director - EDGE/Advantage Marketing - 2007-2023

- Directed and executed high-impact creative work, mentor junior designers, and managed multiple projects simultaneously to deliver on time and budget with positive results.
- Enhancing client relationships through effective communication and creative solutions.
- Crafting compelling, visual narratives that resonated with target audiences.
- Overseeing and managing the creative process, collaborating with cross-functional teams, and aligning all outputs to strategic goals.
- Drove innovative and engaging, integrated marketing/full-360 marketing campaigns that boosted brand engagement and sales.
- Project/team management, meeting or exceeding all time lines

Design Director - Streamline Publishing - 2004-2006

- Design and prepare mechanical files for two distinct (monthly/quarterly) magazines.
- Manipulating and color-correcting fine art submissions and ads.
- Working directly with printers and vendors.

Creative Director - Inergi Fitness - 2000-2004

- Overseeing the production of a comprehensive running and walking apparel catalog.
- Managing a talented team of graphic and web designers, directing all facets of the project - from layout and photography to talent management and printing.
- Concurrently, maintaining the brand's digital presence, while overseeing website updates, online promotions, and package design.
- In addition to my creative leadership, I served on the company's board, providing strategic input on marketing initiatives and overall business direction.

Designer - Marketing Depot/DIGS - 1995-1999

- Design and production of large format displays/printing.
- Fostered strong relationships with clients, designers, and print vendors.
- Leveraged expertise in design, illustration, and digital printing (both large format and short run).
- Provided technical problem-solving capabilities to address a variety of design and printing challenges.

Illustrator/Production Manager - Lakeside Inc. 1993-1995

- As an accomplished illustrator and production manager, having the privilege of collaborating with renowned licenses like Looney Tunes, Marvel, DC Comics, and Hanna-Barbera early in my career.
- In this dynamic role, working closely with an array of a talented team of artists, bringing our creative visions to life through concept, finished illustrations, and printed apparel designs.

Career Highlights:

Spearheading the vibrant launch of Sharpie's new neon markers. This high-profile campaign included:

- Creating a robust social media blitz and print ads
- In-store product demos
- Creating a fan meet-and-greet contest with the band One Direction, hosted by pop star Ariana Grande
- Wrapping up with the grand finale Sharpie Neon celebration at the EDM music festival in Las Vegas

This multifaceted launch was executed with a fun, professional flair to generate excitement around Sharpie's latest innovative offering. [view the work](#)

Developing the campaign for Barilla's new tomato sauce line was an incredible opportunity to infuse my Italian heritage into their national marketing strategy. I drew inspiration from authentic meal preparations and recipes, delivering to our customers simple, in-store and online solutions.

- Notably, we partnered with Feeding America, donating fresh produce for every jar purchased. This resulted in over 10,000 lbs of food donated to the organization.
- The launch was a smashing success, with Barilla pasta sales increasing by 42% in selected locations.

[view the work](#)

I am the go-to problem solver and creative lead for our annual corporate events, managing hotel takeovers in Vegas and Mohegan Sun for over 200 employees.

- Fully designing our themes/campaigns, branded merchandise, and a custom photo app to keep things lively and productive, ensuring our events were not just productive for leadership, but truly enjoyable for all employees.
- Whether it was an in-store event, or our big yearly meetings, transforming the venue into an unforgettable, polished experience that you could not miss - I took pride in being the creative force behind these memorable experiences.

SKILLS

- Adobe Illustrator, Photoshop, InDesign, After Effects
- 3D Boxshot/Origami/Nomad
- Microsoft Word/Powerpoint
- Photo retouching
- Ideating/concepts
- Illustration/cartooning

EDUCATION

Paier College of Art
January 1990 – December 1993
Bachelor of Fine Arts (BFA)