

## SUMMARY

As a multi-talented visual storyteller with a passion for crafting compelling brand narratives, I possess 20 years of experience in graphic design. Full campaign planning and execution, including paid ads, landing pages, short explainer videos and pdf library.

I thrive on transforming smart copy into engaging visual execution. Driven by a keen eye for design aesthetics and strategic thinking, I analyze project objectives, audience needs, and desired outcomes to develop innovative campaigns that captivate and deliver results.

Committed to meeting deadlines and budgets, I bring unwavering dedication to every project, ensuring impactful and cohesive visual storytelling.

## TECH/SOFTWARE

Adobe Creative Suite  
Adobe Experience Manager  
Zoho / Salesforce / Hubspot  
MS Office 365  
Goggle Docs  
AI (Artificial Intelligence)  
Adobe AfterEffects  
Email Platforms  
Wondershare Filmora (video)

## COMPETENCIES

Print & Digital Design  
Marketing Campaigns  
Digital Ad Campaigns  
Social Media Planning  
Direct Mail Design  
Tradeshaw & Display Design  
Project Management & Reporting  
Website Design  
Packaging & Concepting  
Powerpoint Expert  
Infographics  
Vendor Management  
Asset Management

## PROFESSIONAL EXPERIENCE

### FREELANCE MARKETING DESIGNER

Minix Design Studio, Gibbstown, NJ

January 2021 - Present

- Support businesses and individuals with marketing efforts, including social and digital offerings.
- Design websites, logos, videos, and other marketing material
- Create a series of postcards for a screenprint business expanding their offerings
- Build a large pdf catalog, including hyperlinks throughout the catalog for quick access to products

### MARKETING MANAGER

Qualdent, Cinnaminson NJ (Insurance)

May 2023 - May 2024

- Developed marketing campaign strategies, direct design and implementation
- Increased brand recognition via email and social campaigns and paid digital ads
- Designed and maintained several websites with paid membership programs
- Relationship manager for vendors and other outside connection
- Support the development of special projects including a mobile app, education platform and resource library

### MARKETING & TECHNOLOGY SPECIALIST

Weichert Realtors, Medford, NJ (Real Estate)

May 2022 - December 2022

- Develop marketing strategies per agent, support roll-out
- Produce high-quality content for mailers, brochures, and web pages.
- Guiding agents through utilizing in-house CRM through onboarding and training
- Conduct personalized technology training sessions for over 200 agents

### SENIOR GRAPHIC DESIGNER / MARKETING

EMD Performance Materials, Philadelphia PA

August 2008 - January 2021

- Translated objectives into creative assets and campaigns across print/digital
- Managed the visual identity of the brand to ensure strict adherence to standards
- Innovated design and experience of tradeshow displays to drive booth traffic, resulting in a 38% increase in leads.
- Designed demo kits including: package design, fan cards, sample presentation
- Implementation of a marketing campaigns, A/B Testing, report on results

### MARKETING COORDINATOR (Finance)

South Jersey Federal Credit Union, Deptford, NJ

Sept. 2007 - August 2008

- Multi-functional marketer/graphic designer responsible for creating marketing promotions and designing supporting creative
- Redesigned and maintained website and intranet to optimize user experience
- Developed new advertising programs including print ads, tv and radio spots

### SENIOR ART DIRECTOR

Pheiffer Advertising, Glassboro, NJ

February 2005 - September 2007

- Managed client accounts and led the design and production of creative
- Managed client communication, estimating and project management
- Developed creative for packaging, trade show, posters, mailers websites, and ads
- Email campaigns designed and implemented

**SERVICE:** United States Air Force / 1987 - 1990 / Honorable Discharge

**EDUCATION:** Western Governors University / 2024 - 2028 / BS Business Marketing  
Thomas Technical School / 1986 / Certificate in Office Equipment