

BACKGROUND

I come from an advertising background, with extensive experience in large-scale creative agencies.

I bring a blend of Graphic Design, Branding, Strategy, client-facing account management, and market research—a balanced intersection of creative and business acumen.

EDUCATION

Baruch College / City University of New York (CUNY)

- B.B.A. Marketing Management
- Area of Concentration: Advertising & Marketing Communication

Brooklyn Technical High School

- Media & Communications Major

WORK EXPERIENCE

JUN 2019 - PRESENT

NEWMARK

Senior Graphic Designer

- Created brochures, flyers, email campaigns, and social media content for existing clients
- Developed websites and interactive digital experiences for marketing properties
- Designed presentations, videos, and physical collateral for new business pitches
- Oversaw print and signage production

NOV 2017 - SEP 2018

GREY GROUP (WPP)

Account Supervisor

Clients: Pfizer Consumer Healthcare (Emergen-C, ThermaCare)

- Managed two direct reports and oversaw day-to-day operations for all consumer advertising
- Proactively established master brand strategy across client's portfolio of products
- Planned, facilitated, and executed TV, Print, and Online ad production

APR 2013 - SEP 2017

BBDO NEW YORK (OMNICOM)

Behavioral Planner

Clients: Allergan (Vraylar), Amgen (Neulasta)

- Wrote creative/tactical advertising briefs and briefed/oversaw creative teams and output
- Served as primary brand strategist for two new BBDO clients
- Established overarching Brand Positioning for a new-to-market product
- Conducted primary Qualitative and Quantitative research
- Managed, tracked, and wrote agency award entries—including two Effie cases

Account Manager, Account Executive, Assistant Account Executive

Clients: AT&T, American Family Insurance, Bacardi Ltd., Mars Inc.

CREATIVE / PRODUCTION

- Executed Experiential, VR, TV, Digital, Print, Radio, and OOH productions
- Co-authored, designed, and produced client brand strategy book
- Supported international productions/localizations of TV, Print, and Digital creative
- Published weekly updates on new creative work across agency network

LEADERSHIP / MANAGERIAL

- Designed, facilitated, and presented creative & new business pitches to C-Suite clients
- Managed up to 3 direct reports simultaneously
- Created Scopes of Work and Staff Plans
- Supported + facilitated two client business transfers from incumbent agencies

FEB 2011 - PRESENT

FREELANCE

Graphic Designer, Branding/Marketing Consultant, Photographer

- Established brand identity (visual and tonal) for various start-ups and small businesses
- Consulted on marketing tactics and consumer research for new-to-market businesses
- Conceptualized, designed, and produced wireframes/mockups for mobile app development
- Captured and processed product, portrait, and event photography (incl. weddings)

SKILLS & ABILITIES

DISCIPLINES

- Graphic Design
- Art Direction
- Branding
- Social Media Content/Strategy
- UI / UX
- Video Editing
- Animation
- Motion Graphics
- Photography
- Retouching
- Print Production
- Video Production

SOFTWARE

Adobe Creative Suite



Web / Interactive



Operating Systems

