



Passionate, hands-on, creative talent with managerial experience. Skilled at developing integrated, strategy-driven advertising and marketing campaigns for varying B2B and B2C companies. Demonstrated ability to oversee and direct the execution of client initiatives and provide innovative design solutions, from concept, through production, to final delivery. Adept at managing simultaneous tasks, communicating well under pressure, and performing effectively in a fast-paced, deadline-driven professional environment.

Leadership	Establish creative direction, deliver strategic vision and manage the execution of client initiatives; communicate effectively and drive improvements in process.
Art Direction	Develop dynamic design solutions for print, digital and interactive media; optimize responsive layouts, create visual prototypes and identify UX/UI best practices; coordinate photo/video shoots; compose, enhance, retouch and manipulate imagery.
Marketing	Transform strategy into effective tactics; promote consistent messaging; integrate analytical data and performance metrics to maximize user engagement and ROI.
Technology	Adobe CC, Quark XP, Final Cut, MS Office; Mac OS; HTML/CSS/JavaScript.



PROFESSIONAL EXPERIENCE

RESORTS WORLD, NEW YORK CITY

March 2019 to Present

Design Lead

Driving the creative development and managing production of all print, digital, social and interactive media marketing for three of the branded entities operated by Genting Group America: Resorts World, New York City, Resorts World Catskills and Resorts World Bimini, Bahamas.

- Working with C- and Director-level executives to deliver targeted messaging and effective media solutions for each property.
- Modernizing the e-marketing automation and database management capabilities by migrating from MailChimp to Salesforce Marketing Cloud, developing a comprehensive library of responsive HTML email templates and conducting A/B testing.
- Amplifying the interactive/multimedia experiences, online and on-premises, by implementing visual design best practices to maximize patron engagement and responsiveness.

WEBMD, New York, NY

November 2008 to January 2018

Lead Art Director

Led a creative team in development of interactive learning programs and digital marketing campaigns to promote major pharmaceutical brands across Medscape's professional online community.

- Collaborated with Account Management, Web Development, Editorial and Marketing teams to provide dynamic design solutions that met brand-specific requirements, exceeded client expectations and outperformed sales goals.
- Served as Resource Manager, monitoring daily workflow of three staff designers and one off-site freelancer.
- Implemented process improvements proven to reduce launch times, increase quarterly revenue and maintain a near-100% on-time completion rate.
- Mentored junior staff, determined annual individual & team performance goals, conducted employee reviews, approved time sheets and scheduled vacation requests.



BROOKLYN PR, Brooklyn, NY
Creative Director (Consultant)

January 2008 to November 2008

Oversaw and directed conceptual and strategic development of advertising, marketing, and PR campaigns for various clients, e.g., American Cancer Society, Chef's Diet, Pfizer, Proctor & Gamble, Olay and PUR.

- Conducted new client kick-offs, determined creative direction, created and presented initial mockups.
- Monitored daily workflow, delegated assignments and supervised junior staff.

TRUMP UNIVERSITY, New York, NY
Creative Director (Consultant)

April 2007 to January 2008

Devised effective marketing strategies to enhance brand visibility, boost sales, and maximize ROI.

- Collaborated with CEO and Marketing to translate corporate initiatives into powerful, visual designs.
- Established formal brand guidelines and implemented email design & testing best practices to improve click-through rates, reduce spam scores and increase revenue.

KZS ADVERTISING (presently KZSW Advertising), Hauppauge, NY
Art Director

July 2005 to April 2007

Provided fresh, alternative conceptual designs for a wide range of new and existing accounts, from Audiovox and Jensen to Winthrop University Hospital.

- Worked with CD, Sr. AD and CW on developing trade & consumer print and digital media campaigns.

HARMAN CONSUMER GROUP, Woodbury, NY
Art Director/Multimedia Designer

November 1999 to July 2005

Designed and produced marketing materials for premier audio brands Harman Kardon, Infinity, and JBL.

- Launched the use of multimedia to promote JBL consumer products by composing cutting-edge videos that debuted at key corporate-sponsored live events including Eric Clapton & Cream concerts at MSG; Cold Mountain movie screening; and Hot Import Nights & Import Revolution conventions.
- Managed the department's annual hardware & software budgets and researched the latest technologies. Upgraded operating system to Mac OSX, trained design staff on new software, and installed Apple file server; resulting in a \$15K cost reduction of external consulting fees.



ADDITIONAL EXPERIENCE

Graphic Communications Instructor, HENDRIKS INSTITUTE, 2001 to 2003

Prepared students for workforce entry by assigning real-world design projects, evaluating presentation skills and conducting constructive portfolio critiques and resume writing reviews.



EDUCATION

Bachelor of Fine Arts, ALFRED UNIVERSITY, Alfred, NY



CERTIFICATIONS

Web Design & E-commerce Development, HENDRIKS INSTITUTE

Mac OSX Help Desk, APPLE TRAINING FACILITY