

DESCRIPTION:

Seasoned start-to-finish Art Director and designer with over 10 years of experience focusing on concept development, design and execution of catalogs, advertising and related print and web collateral to create new and improved brand and corporate identities.

SUMMARY OF QUALIFICATIONS:

- Photo Director of still-life and on-figure photo shoots, recruiting and coordinating all photo team talent and securing locations.
- Group leader in developing strategic product presentations for driving market results and increased sales.
- Responsible for leading and presenting marketing pitches for message-driven advertising up to senior management, including CEO.
- Director of budgets, project schedules, creative staff and freelance talent.

SKILLS:

Adobe CS4 InDesign, Illustrator, Photoshop, Fireworks & Dreamweaver, QuarkXPress, Microsoft Office

EDUCATION & TRAINING:

Salem State College Salem, MA

- Web design course developing and publishing websites through Adobe Fireworks and Dreamweaver.

Franklin Pierce College Rindge, NH

- Bachelor of Arts, Graphic Communications, Cum Laude

Sea Education Association Woods Hole, MA

- Independent study program integrating Oceanography, Nautical Science and Maritime History with transatlantic crossing.

CREATIVE EXPERIENCE:

Art Director | Graphic Designer Freelance

- Director of logo design, catalog concepts, newsletters, email marketing, web icon development, brochures and postcards for individual and corporate clients including hcPro, Tolerx, Xplana Learning and Wearguard. *2006 to present*

Marketing Art Director Rochester Clothing | Casual Male Retail Group

- Conceptualize and communicate new creative and innovative designs for high-end mens clothing retailer.
- Manage fashion and still photography for location and in-house photo shoots, determining the art direction and style, techniques, hiring of photo staff and negotiation of all budgets.
- Develop the creative format of catalog, promotional, magazine, direct mail and special events advertising.
- Dynamic presenter of all creative direction for Rochester brand to senior management.
- Manage and train all junior staff. *2007 to 2009*

Advertising Art Director Filene's | Kaufmann's

- Director of major retailer advertising collateral including all aspects of location and studio photo shoots.
- Partnered with marketing team on developing cross-merchandise campaigns to drive store traffic and increase sales.
- Monitored trends in the advertising community and continually develop ideas to stay ahead of competitors.
- Fall 2004 Advertising Executive Achievement Award for catalog design. *2002 to 2006*

Assistant Art Director Filene's | Kaufmann's

- Designed and developed direct-mail print advertising for fashion and home store divisions.
- Created promotional materials; coupons, grand openings, register-to-wins and customer appreciation letters.
- Directed photo shoots translating the vision from concept meetings; managing freelance stylists and photographers. *1998 to 2002*

Traffic Coordinator Filene's | Kaufmann's

- Traffic direct mail, special event, magazine and ROP advertising, collaborating with Senior Management, Design, Copy and Imaging Departments to meet critical deadlines.
- Accountable for scheduling and release of catalogs and communicating directly with printers. *1997 to 1998*

Freelance Designer Johnson Graphics

- Created brochures, logos and package designs with the Art Director for individual and corporate clients. *1993 to 1994*

ADDITIONAL EXPERIENCE:

Sewall Associates

- Carpenter for Portland, ME based contractor involved with all aspects fine home building. *1995 to 1997*

Tall Ships: Harvey Gamage, J & E Riggins & Pride of Baltimore II

- First-mate responsible for training, navigation and crew management on board traditional sailing vessels. *1992 to 1995*

