

Profile

Innovative creative professional with business and leadership skills.

Extensive branding and management experience in the digital, e-commerce, print and packaging space

Fashion, retail and mass market background.

Specialties

Branding & Identity
Web Design & Development
Mobile Design & Development
Social Media
UI/UX Design
Ecommerce Strategy
Email Marketing & Segmentation
Direct Mail Marketing
Retail Marketing
Packaging
POP Design & Development
Catalog Design
Photoshoot Art Direction
Video

Skills

Proficiency in Adobe Creative Suite programs: (i.e., Photoshop, InDesign, Illustrator)
Wordpress Customization
Web Development fundamentals and capabilities

Education

Penn State University
BA in Graphic Design
General Assembly
Ongoing Digital Studies

EXPERIENCE

Innocor, Inc.

Sr. Creative Director / NJ 2017-present

- Lead all aspects of creative from concept to completion, in-house and agency.
- Contributed to \$1B annual sales revenue with aggressive and elevated brand execution. Exceeded forecast within mass market bedding company focused on pillows, mattress in a box, toppers for brands: Serta, NovaForm (Costco), Sleep Innovations, Private Label for Amazon & more.
- Successfully collaborate with cross-functional teams (Marketing, Sales, PD) to ensure compelling packaging, print or online strategies are met on our products sold at Kohl's, Target, Sam's Club, Wayfair, Costco & more.

The Children's Place

Digital Design Director / NJ 2011-2017

Ecommerce Division

- Managed & oversaw creative of the ecommerce design team for all online channels of: childrensplace.com, thechildrensplace.ca and m.childrensplace.com.
- Delivered compelling and engaging creative for website, emails, mobile and social applications.
- Conceived and created experience design solutions that fulfilled long term strategic and short term tactical business objectives.
- Collaborated with cross-functional teams (Marketing, Merchandising, Copy, IT, etc) to ensure compelling online solutions and executions were met.
- Successfully developed and executed ways to drive store traffic, sales & conversion - resulting in double digit results year after year - representing 16% of total revenue in fiscal 2015.

Assoc. Creative Director / NJ 2005-2008

Store Marketing Division

- Managed a team of art directors, graphic designers, production artists, and copywriters within the marketing and creative services department.
- Oversaw all aspects of instore marketing, window/floorset displays, copy direction, and direct mail.
- Oversaw color correction of imagery to signing off on final production proofs and mechanicals.
- Teamed with key members of the visual and marketing department to strategize future seasons.
- Art directed photoshoots.

Alloy

Creative Director / NYC 2001-2004

- Conceptualized look and design of monthly teen clothing catalog.
- Art directed photoshoots, managed design and production department, approved and oversaw all printed matter from color correction to final proofs.
- Strategized arrangement and design layout of merchandise with buyers, stylists, merchandise and planning.

BRAND CONSULTANT

SDMcreative / NJ 2008-2011

- Bourjois Paris, BareNecessities.com, Kaufmann de Suisse Jewelers, The Children's Place and more.
- Brand Identity, Web/Mobile Design and Development, Packaging Design and Development, POP Design, Email Marketing, Window/Instore Marketing, Corporate Collateral, Advertising and more.

Avon / NYC 2004-2005

- Packaging design consultant for global skincare and haircare division.

Victoria's Secret Pink / NYC 2000-2001

- Packaging design consultant focused on launch of the PINK beauty line.