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design skills

Corporate & Brand Identity • Multi-Media Design • Print Design • **Digital Direction** • Typography
• Advertising Research & Creative Analysis • **Web Design** • UX/UI • Mobile App Development •
Web Design & Development • Photography • Copywriting • **Project Management** •



computer skills

Adobe Creative Suite • Photoshop, Illustrator, InDesign, Flash, Dreamweaver, AfterEffects,
Premiere Pro, Acrobat Pro • Final Cut Pro • **WordPress** • **SEM/SEO** • **HTML** • **CSS** • **RWD** •
Javascript • Mac/OSx • Microsoft Office



experience

Manager of Interactive Services • CENERGY Communications 11/14 – present

- Spearheaded interactive initiative for all agency clients including ESPN, Disney, Big East Conference, Upstate Farms, NHL, Zippo and more
- Managed and oversaw all digital & interactive projects from start to finish
- Leading force of digital strategy covering the topics of mobile app development, RWD web design, SEO, conversion landing pages, email marketing and social media integration
- Implemented structural design standards to help promote efficiencies from design through development

Web Design Supervisor • Hearst Media Services 07/13 – 11/14

- Supervised a team of 16 Web Designers and Web Project Coordinators
- Managed weekly task schedule in congruent with production timelines for fulfillment of 3 levels of mobile and desktop websites
- Implemented coordination procedures for growing team addressing areas for improvement
- Developed design expectations & coordination plan for new product development

Marketing Director • VP Supply Corp 04/10 – 07/13

- Enhanced corporate brand identity through re-design and implementation
- Managed design & content development of 6 websites encompassing 13 regional locations
- Led online, print and visually interactive marketing campaigns based on specialized target audiences highlighting content development
- Developed corporate and branch marketing plans using annual budget restraints

Multi-Media & Web Designer • Penn State Office of Engineering 03/09 – 12/09



Web Designer • Freelance

- CREW Renewable, 5/15
- VS Energy, 3/15
- ReTouch Painting Company, 10/14
- Empire State Associates, 11/12
- Camden Supply Company, 09/12
- ACES-Energy, 03/11



Graphic Designer & Marketer • Freelance

- Empire State Associates, 11/12 - present
- Pandimensional Solutions, Inc., 08/12 - present
- TGI Fridays, 04/11
- Penn State Football, 01/10 – 03/10



education

State University of New York at Oswego 01/12 – 12/15
Master of Business Administration, emphasis in Marketing

The Pennsylvania State University 08/06 – 12/09
Bachelor of Arts in Advertising, Bachelor of Arts in New Media Art
Minor in Art History