

SUMMARY

Experience in print, info-graphical charts, interactive media, strategically designed presentations. Hands on in all aspects of pre-press and digital environment.

SOFTWARES

Adobe (CC) Photoshop, Illustrator, InDesign, Acrobat Pro / Distiller, Dreamweaver, Audition, Aftereffects, Premiere, Captivate - **Mac** Keynote + Pages; Painter, Final Cut Studio, Sound Booth, MapInfo (Basic)
QuarkXPress - Microsoft: Word, Visio, Excel, Outlook, Entourage, Access, Publisher + PowerPoint
CRM: Zoho HubSpot + salesforce, Prezi, **Google:** Slides, Docs, Sheets + Forms

EMPLOYMENT

2016 – 2018 **ZENO / Mission, Inc / OMIH / Hyatt Hotel Corp / ISS / VCT Propeller Airport / Grey Group / HEED / LANDOR / LABEL / RE_Creative / Estee Lauder - Randstad**

(Strategic Marketing Specialist) Creating effective, dynamic + strategic story telling Presentations. Templates, learning guides + themes. Ensuring presentation materials adhere to branding guidelines + design standards. Translating feedback while pushing the limits out the box in creating award-winning Strategic marketing business pitches /presentations. Delivering Exciting Visual (psd, png, ai) assets for that WOW look.

2011 – 2018 **City of NY, Administration for Children’s Services / NY Power Authority / NYU Steinhardt / ImTech**

(Marketing Consultant) Meet with Deputy Commissioner’s + Stakeholders -creating Print awareness (Ads) campaigns: (OHH) maps, brochures, support books, online interactive forms, visual design for billboards, info-graphic charts + diagrams, posters, banners, mailers, promo items for campaigns + events. Resolving on the dime with visual elements on each project, selection of models, art, props, colors + other elements. Creating mock-ups /comps of all materials discussed in meetings, ready for print and outsourcing to vendors.

Event Planning; (for the above clients within a strategic team) utilizing best practices for each event which included: social networking, eblast + collateral materials, Visual setups, coordinating photo opportunity areas + backdrops, crowd control/guest seating, safety concerns, media files for news channels and sponsors, arrange timeline for guests/speakers + presenters. Assist media team for Live streaming /TV + social networks.

2015 – 2017 **KBS+ / Deutsch, Inc. / Horizon Media / Centron / Text 100 (Brand - PPT/Keynote Specialist + New Business design)**

Working with the EVP & key executive members to achieve business objectives (print + digital) in line with corporate positioning and branding, attending brand meetings, brainstorming, and upholding brand standards while creating effective-dynamic and well-thought-out presentations for new campaigns based on conceptual direction and frameworks. QC/QA to ensure consistency across all platforms with corporate branding principles. Redesigning complex content into clear data driven presentations, while translating feedback into exceptional artistic design. Creating original graphic content, info charts, backgrounds, metaphorical graphics, diagrams & photo comps. Pushing the limits of visual design to create award-winning business presentations, info-graphics and collateral materials.

2014 -2016

NFL	HBO	L’Oreal	AVON
Christies	Alligent Group	theGuardian.com	SY Partners

(Publishing – Advertisement – Social Networking – Marketing – Brand Researching & Guideline) Provided leadership and hands-on execution across a diverse range of design and communication challenges including data visualization – story boards, web design, graphics for video, and Keynote & interactive presentations. Support in production & developer roles with design documentation. Create and maintain project schedules and work closely with a team and vendors to adhere to schedules. (Catalogue, Books, OHH Advertisements & eVite Mailers)

2011 - 2014 *(InDesign /DPS Specialist, Creative Designer)*

Ann Inc. (Ann Taylor)	The College Board	Vi-Tech Systems Group	SY Partners	PICA9
The Segal Group	Spotify	the Columbia Center for New Media		infor.com

2011 – 2013 **Prudential Financial, Inc. –CT (Freelance Quark Designer)**

Created and edited financial fact sheets (funds) from updated quarterly data retrieved from the financial advisors for placement on Websites, magazines & distributed to shareholders and financial (stock) firms. Utilizing monetary data to create charts, pies & graphs.

2006 – 2010 **Saferock, Inc.**

Executed copy and art edits, designed and produced page layouts for HOLT, RINEHART & WINSTON publishing textbooks. Pre-flight & Packaged each project, created Math and 2D (tech) art for textbooks using Illustrator & Corel Draw.

2004 - 2006 Hired as a **Consultant** for:

Citi-group	Credit Suisse	CitiFinancial	Scholastic	Trajectory
SparkNotes	Prudential	Integrated	McGraw Hill	
<i>Produce, designed, and revised:</i>	Charts & Graphs	Cartography	Cover/book design	Mailers
	Power Point Slides	Photos/Illustrations/clipart	Billboards/Mag Ads	

2005 **JC Penney**

Ad Banners, shelf talkers & mailers, packaging for print & archiving procedures for each file at the end of each project

2001 – 2004 **People’s Education**

Began as a production artist and advanced within my career as a Cartographer & Project Manager, designing textbooks of all grade levels.

2000 – 2001 **Integrated Communications Corp.**

Pre-Flight, PDF, Quantitative data research & image edits that were utilized on major Pharmaceutical Ad’s.