

*Professional
Summary*

Passionate Art Director and Designer with ten years of experience producing award-winning creative across multiple channels, displaying dynamic leadership, and exceeding client expectations. Dedicated and motivated, with exceptional conceptual, communication, and project management skills over a variety of mediums. Proven to build and inspire collaborative and talented teams, delivering multiple projects from concept to completion under tight and changing deadlines with a cool head, impeccable work ethic and positive outlook.

Experience Equinox – New York, NY

09.10-Present Senior Manager of Digital Media

Consistently lead and execute multi-channel creative strategy for luxury lifestyle brand ranging from concept-driven positioning campaigns, spatial digital experiences, websites and e-commerce functionality, mobile and rich Internet advertisements and marketing communications. Partner with the Executive Creative Director and Chief Marketing Officer to conceive digital brand strategy, implement new and emerging technologies and identify innovative ways to elevate market position. Present concepts and projects to executive team. Direct, mentor, evaluate and provide consistent feedback to growing creative team, marketing professionals and external agencies.

- Led development and design of online sales initiative, delivering 15% of company-wide sales in the first year.
- Directed the design and development of digital signage initiative to 56 locations, reducing the need for traditional physical signage by \$200,000 annually, dramatically reducing paper waste.
- Designed and launched online lifestyle blog *Q, By Equinox*, earning over 5,000 unique visits per day.
- Developed and shot a series of highly-produced, professional video spots for Q Blog, surpassing 3 million views online.
- Executed the redesign of all member and lead e-mail and electronic newsletters, increasing open and click-through rates by over 100%.
- Redesigned mobile, members-only application, MyEQ, for both iPhone and iPad platforms.
- Conceived strategy for brand positioning campaign, leveraging web, mobile, social and video, along with live events and traditional touch points to create a truly integrated multi-channel campaign.

08.03-09.10 University of Central Missouri – Warrensburg, MO

Coordinator for Advertising and Design, Art Director

Direct design staff in all marketing advertisements and campaigns supporting brand strategy. Conceive and execute engaging interactive and motion pieces, micro sites and digital marketing communications, as well as traditional advertising and printed publications to raise brand awareness and elevate UCM's visual sophistication. Mentor, develop and manage talented team of in-house designers, prioritizing and

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juggling multiple projects at once.

- Designed and developed all aspects of an award-winning large-scale (10,000+ page) web site with over 600,000 monthly visits.
- Redesigned electronic acquisition communications aimed at increasing recruitment.
- Designed interactive holiday card for development office and University President, dramatically increasing engagement with alumni and donors.
- Conceived and executed multi-channel positioning campaign to increase enrollment and retention utilizing billboards, traditional advertising and digital components including an interactive campaign micro site.

08.05-05.07

Adjunct Instructor of Design

Taught upper-level design courses at NASAD accredited university. Motivated and mentored students in concept development, communication, presentation skills and critiquing. Provided consistent feedback and evaluation of projects. Developed curriculum and assigned projects to provide a realistic environment to prepare students to enter the professional design world.

05.02-08.03

305 Spin – Sedalia, MO

Designer

Designed and developed large-scale web sites, dynamic applications, e-commerce, Flash environments and print advertisements primarily for clients in the music industry. Collaborated with designers and developers in satellite offices to maximize project efficiency.

- Designed interactive jukebox and web site for Grammy-winning record label Alligator Records.
- Developed content management system to allow clients to easily update the content on their website and customize the look and feel based on a series of design templates.
- Pitched and presented concepts to clients.
- Launched e-mail management application to allow clients to easily build and send HTML e-mails to subscribers.

Education
2002

Bachelor of Fine Arts: Graphic Design
University of Central Missouri, Warrensburg, MO

Skills

Mac and Windows OS, Adobe Creative Suite, QuarkXPress, Advanced CSS, HTML/XHTML, XML, SEO, Microsoft Office Suite, Social Media Platforms, Multiple CMS and Blogging Platforms
ColdFusion, PHP, JavaScript, ActionScript 2.0 and 3.0, JQuery, Database Development
AJAX, Linear and non-linear video editing suites, Pro Tools