

QUALIFICATIONS SUMMARY | Creative Strategy, Brand Systems & Storytelling

Strategic creative leader with expertise in brand development, integrated marketing, and multi-channel creative production across digital, print, experiential, and sales platforms. Combines strong visual storytelling and hands-on production expertise to create cohesive, commercially effective brand experiences. Highly adaptable to emerging technologies, evolving platforms, and new creative workflows, with a track record of leading cross-functional teams and delivering impactful work that drives engagement and growth.

Areas of Expertise

- Creative Leadership & Design Team Management
- Visual Storytelling & Concepting
- Brand Strategy & Visual Identity
- Photography & Video Art Direction
- Digital, Print & Experiential Design
- Integrated Marketing Campaigns
- Creative Process Governance

Technical Proficiencies

- Adobe Creative Suite:
 - InDesign
 - Illustrator
 - Photoshop
 - Lightroom
 - After Effects
 - Premiere
 - Firefly
- PowerPoint
- Figma
- Wrike
- Asana
- Trello

Education

Rochester Institute of Technology,
Master of Fine Arts,
Graphic Design

Georgian Court University,
Bachelor of Fine Arts,
Graphic Design & Illustration

Notable Accomplishments

- Drove creative expansion and business growth by developing new client relationships while scaling end-to-end production of 200–300+ branded assets monthly across integrated marketing campaigns.
- Shaped immersive campaign storytelling for the Scholastic Summer Reading Challenge by leading creative direction and multi-channel asset development, engaging ~890K students and generating 130M+ minutes of reading engagement.
- Directed visual production strategy for marketing photography and videography assets, balancing creative direction, resource allocation, and project budgets ranging from \$35K–\$150K to ensure high-quality storytelling at scale.
- Steered narrative-driven video content strategy for internal and customer education programs, producing a 30-episode educator series that strengthened engagement, learning adoption, and brand voice consistency.

PROFESSIONAL EXPERIENCE

Creative Director,
loft135 Creative Studio

2014–Present

Co-founder and head of design for boutique creative agency specializing in brand development, marketing and growth strategy, sales enablement initiatives, and customer-centered experiences across multiple industries.

- Directed the development of immersive brand experiences for conferences, sales meetings, and trade shows, integrating digital and physical touchpoints to enhance client engagement.
- Expanded client growth and positioning by crafting strategic brand narratives and executing integrated marketing campaigns across multiple channels.
- Built and managed a brand toolkit that streamlined client messaging and visual identity, resulting in increased clarity and effectiveness in communications.
- Produced approximately 200–300 high-quality marketing assets per month, ensuring timely delivery under tight deadlines while maintaining client satisfaction.
- Collaborated with clients to visualize and present creative concepts, enhancing stakeholder buy-in and driving successful campaign execution.

Art Director, Integrated Marketing, Scholastic

2018–2025

Directed creative strategy and execution for 40+ education and curriculum programs annually, impacting family, school, and community education markets. Standardized creative assets and supported scalable production by directing photoshoots, developing cross-departmental visual assets, and establishing a corporate-wide image library. Maintained brand integrity and visual standards across national and regional executions by overseeing campaigns, programs, and sales materials.

- Achieved delivery of multi-channel campaigns/brand assets across print, digital, web, social, conference, and sales platforms.
- Strengthened brand consistency and sales enablement by initiating a phased consolidation of design systems across multiple businesses, clarifying visual identity for customer-facing communications.
- Increased operational efficiency by successfully transitioning the creative design team to a new project management platform.
- Drove cohesive brand storytelling and high creative standards across Scholastic Education's portfolio by leading creative direction and marketing design for core curriculum, classroom library, professional learning, and family engagement brands.
- Enhanced team performance and creative output by managing and mentoring 10 freelance designers, providing art direction, approvals, and quality oversight.
- Attained significant revenue growth by contributing to the visual development and production of the Rising Voices brand system, supporting multichannel assets and growing revenue from a \$150K launch projection to \$32M+ over three years.
- Led UI design and prototyping for corporate microsites and blogs, while producing a variety of digital assets, presentations, and conference materials that engaged approximately 890,000 students in the Summer Reading Challenge, generating over 130 million minutes of reading activity.
- Designed corporate communication materials for Human Resources, shareholder presentations, employee benefits, annual reports, and national sales meeting events.

Art Director, Marketing, Achieve3000

2016–2018

Delivered high-quality campaign execution by directing designers through project briefs, brainstorming, and concept development for national and regional campaigns.

- Translated business objectives into cohesive creative strategies, overseeing the entire creative process from brief to execution for national and regional campaigns.
- Pitched innovative concepts through sketches, storyboards, and rapid prototypes, securing executive buy-in and enhancing stakeholder engagement.
- Directed the design and production of marketing collateral, strengthening brand identity and achieving marketing goals for a national edtech platform.
- Improved product usability and visual design by collaborating with cross-functional teams, including UX/UI, sales, and implementation, to deliver effective design solutions.
- Produced engaging digital and physical experiences by managing filming logistics and providing art direction for high-profile customer-facing events.

Additional Experience

- **Art Director, Corporate Communications** | Scholastic Inc. | New York, NY
- **Senior Designer, Product Development and Marketing** | Mastery Education | Saddlebrook, NJ
- **Lecturer in Art and Design** | Georgian Court University | Lakewood, NJ
Courses taught: 2D Design & Color Theory, Digital Photography