

Work Experience

HEAD OF CREATIVE SERVICES

July 2021 - Present

Avant

Led the in-house creative and marketing team through a full scale rebrand. Managed strategic and creative feedback with the brand agency of record. Art directed a 5 day photo shoot and managed the execution of rebranding all existing creative assets including print, email, digital, social, and web.

Managed a team of 4 copywriters, designers, email specialists, as well as external agencies to produce high-converting content, driving engagement at all funnel stages and hitting issuance targets across digital, social, direct mail, and lifecycle channels.

Initiated strategic optimizations to project management and creative workflows. Established and maintained design, content, and brand style guides for the company.

Oversaw creative direction for integrated marketing channels, advised leadership and external vendors on brand strategy while advocating for brand consistency and customer-centricity across the business.

Partnered with internal and external stakeholders to understand key initiatives and project goals then translated that into thorough creative briefs, project plans, and high-performing assets. Owned testing plans and performance metrics.

Presented new ideas, creative direction, and brand strategy to leadership and product teams, all grounded in research, data, and brand best practices to ensure buy in on the company level.

FREELANCE ART DIRECTOR

May 2020 - July 2021

Young & Co.

Developed strategy, mission, and brand positioning for 6 unique brands then translated those strategies into visual identities and converting campaign ideas.

Collaborated with copywriters to build 3 custom websites in Squarespace with unique conversion strategies.

CREATIVE DIRECTOR

April 2015 - September 2020

Butter & Scotch

Conceived, designed, and executed print and web brand collateral, including logos, menus, websites, online shops, and product packaging.

Created and managed over 200 email marketing campaigns driving 150% increase in online sales YOY.

Grew social media following from 10K to 41K followers by leveraging strategic partnerships, creating relevant and visually arresting content, and cultivating a community of die-hard fans.

Planned, marketed, and hosted weekly events including fundraisers, brand activations, educational programs, and entertainment nights often doubling the evening revenue and raising over 25K for charity.

FREELANCE SENIOR GRAPHIC DESIGNER

June 2016 - January 2020

International Center of Photography

Designed print and digital collateral, identity, and web campaigns for 3 exhibitions, openings, and 4 years of school programming.

Updated internal assets for development, school, and programming departments post rebrand.

Supported Creative Director and marketing team to produce over 50 email, social, and print campaigns.

GRAPHIC DESIGNER

May 2013 - April 2015

Saveur Magazine

Designed print collateral, brand identity, and web campaigns for 7 food, travel, and retail events.

Directed print vendors, venue installation and de-installation according to tight timelines.

Assisted in creation of concepts for client advertorials including art direction for photo shoots on a monthly basis.

Education

SCHOOL OF VISUAL ARTS

August 2009 - May 2013

New York, NY BFA, Graphic Design and Advertising

Skills

Expert at Adobe Creative Suite, Figma, Squarespace, Shopify, Contentful, Mailchimp, Klayvio, and Notion. Creatively passionate, reliable, inquisitive, highly organized, collaborative and eager to learn.

