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## about

### Resourceful Creative Director

#### Motivate, Orchestrate, and Foster Team to Achieve Utmost Potential

Innovative, collaborative leader, designer, and photographer committed deeply to nurturing personal and professional development of every team member. Maintain a harmonious blend of creativity with time management, independent problem-solving, and project management skills to actively contribute to business goal achievement.

Contagious curiosity extends to all aspects of design and digital, encompassing trends, apps, and emerging technologies. Push personal and professional boundaries, with a strong desire to receive constructive feedback rather than just praise, as it promotes growth for business and individuals.

Leverage creative, data-driven mindset to oversee multichannel campaign development, from ideation to execution. Tailor campaigns to engage and maintain B2B, B2C, and D2C audiences on regional and national scale. Think mobile-first while upholding brand integrity and challenging boundaries to drive business and creative team innovation while maintaining commitment to customer-centricity, inclusivity, and accessibility.

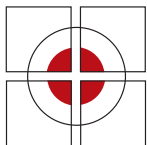
**Creative Direction | Concepting | Brand Development | Digital Marketing | Problem Resolution  
Photography | Motion Graphics | Email and Web Design | Creative Cloud | Production Management**

## work experience

### Design Director, Pearson Higher Education Marketing, 2019 to 2022

Spearheaded 13-diverse member in-house creative team (art directors, designers, developers) and freelance agencies and designers to drive marketing initiatives in dynamic, fast-paced environment. Orchestrated diverse array of comprehensive, segmented, and automated campaigns, including art direction, technical support, and quality control. Collaborated to shape brand strategy, website design, creative operations, and marketing technology initiatives.

- Directed project schedules, \$12M budget, production, quality reviews, and issue resolution, offering actionable feedback to enhance internal workflows and design outcomes that ensured demanding deadline achievement.
  - Boosted team efficiency 30% by optimizing workflow processes and crafting documentation for consistency and efficiency across platforms, including style guides, design best practices, and standard project templates.
- Served as organization's brand advocate, upholding seamless end-to-end brand experience across broad spectrum of print and digital medium channels while working on packaging, collateral, email, web, social media, animation, photography, motion graphics, and event coordination and aligning with corporate inclusivity and accessibility vision and messaging in every piece produced.
- Delivered top-notch results to audiences consistently by staying at forefront of latest updates and design trends, including generating 120K Pearson+ subscriptions at product launch through strategic design direction that supported consideration and conversion marketing through email campaigns.
- Cultivated connections with stakeholders, promoting transparency in critical decision-making while synchronizing business requirements with top-priority marketing objectives.
- Modernized organization's marketing strategy by partnering with cross-functional teams to develop range of company initiatives, including AB testing standards implementation that empowered team to experiment and optimize design approaches.
- Improved working relationships with external agencies from Getty and Adobe Stock to Ceros, optimizing time spent on each project.
- Assisted in transitioning 50+ team members into new project management system that enhanced visibility and tracking for produced work.



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## work experience

### **Creative Manager**, North America Marketing, 2014 to 2019

Led art direction for North America multichannel marketing campaign development, from ideation to execution.

- Established efficient timelines and protocols, optimizing workflow within creative team to enable each designer's time to be effectively used to meet business objectives.
  - Conducted annual assessments that identified process gaps and improvement areas.
  - Strengthened relationships with stakeholders, fostering transparency in critical decision-making while balancing business needs and top-priority marketing goals.
- Coordinated efforts to establish email best practices, including mobile-first approach that deployed 28M emails yearly, which supported business growth through improved user experience.

### **Associate Art Director**, Learning Solutions, 2002 to 2014

Managed creative direction for 4K+ projects each year. Implemented in-house creative team to support marketing initiatives and cost savings.

- Fostered strategic evolution while preserving multimillion-dollar corporate brand integrity while liaising with Marketing, Editorial, and Production teams.
  - Forged interdepartmental relationships and cultivated synergy to streamline marketing operations by bringing all work in-house.
  - Ensured consistent branding across marketing endeavors that encompassed catalogs, videos, infographics, and events.
- Led team of 8 graphic designers to produce 2K+ textbook covers annually while developing 100+ cover templates across disciplines, ensuring timely delivery of print-ready, award-winning covers.
- Increased business 30%+ annually by establishing Creative Department's policies, procedures, and key business metrics.

Prior positions held:

**Senior Designer**, Custom Publishing

## education

**Bachelor of Fine Arts (BFA)**, Graphic Design, The Art Institute of Boston, Boston, MA

**Associate of Fine Arts (AFA)**, Interior Design and Theatre, Dean Junior College, Franklin, MA

## skills

**Design:** Creative Cloud; Photoshop, InDesign, Illustrator, After Effects, Dreamweaver, Lightroom

**Content Management System (CMS):** Adobe Experience Manager, WordPress, Ceros, Cvent

**Collaboration:** Figma, Frame.io, Microsoft Office 365 (Word, Excel, PowerPoint), Miro, Teams, Google Suite, Slack, Zoom

**Project Management:** Jira, Workzone, Basecamp, Smartsheets

**Automation and Analytics:** Hubspot, Salesforce, Google Analytics, Tableau