

Proven dedicated professional, a self-starter who also works extremely well in team situations.
Creative, out of the box concepts with the highest degree of standards and a passionate drive for excellence.

EXCEPTIONAL QUALITIES

- Highly proficient in CC Suite: Notably; Photoshop, Illustrator, InDesign and Dreamweaver
- Integral member of staff meetings assuring client campaign goals are being achieved
- Daily collaboration with IT department, continually increasing knowledge of CSS and HTML coding
- Consistently exceeding client expectations on challenging projects and assignments
- Thriving under pressure to meet extremely tight deadlines
- Employee of the month several times during nineteen years at Don Jagoda Associates
- Extremely dependable with exceptionally high work ethic
- Motivated to improve existing skills as well as master new ones

NOTABLE ACHIEVEMENTS

Marriott: Collaborated with creative team to produce numerous exciting and successful web campaigns over a course of many years

Benjamin Realty: Lead creative role developing this successful campaign consisting of branding, print advertisement, direct mail pieces and website

Apple & Eve: Branding and complete execution of "Apple Press" the Apple and Eve newsletter, as well as various FSIs and direct mail pieces

FIS (Fidelity National Information Services): Developed highly successful "Seasons of Reasons" year long campaign, consisting of website, banner ads, and email blast

Mrs. T's Pierogies: Designed masthead as well as the complete execution of Mrs. T's newsletter, working hand in hand with the Mrs. T's staff

Northland Cranberries: Created successful point of sale promotion pieces as well as online newsletter

Dior: Along with Dior creative staff, developed highly successful email blast campaign

EMPLOYMENT

2017-Present • Positive Promotions • Hauppauge, NY

FREELANCE GRAPHIC DESIGNER

Initiated innovative concepts and designs for several Positive Promotion catalogs, as well as completed execution of each catalog.

- Created theme logo designs for variety of promotional and apparel products
- Designed assorted print collateral material including postcards, calendars and direct mail pieces
- Direction of photo shoots, selection of models

1998-2017 • Don Jagoda Associates • Melville, NY

SENIOR ART DIRECTOR

Senior Art Director with expertise in design, advertising concept development, and client/project management skills honed over nineteen years at this marketing agency. Initiated highly successful promotions for diverse clientele working in a broad range of mediums, from traditional print to cutting edge web sites, email and social media campaigns.

- Designed many websites, logos, animated gifs, and branding collateral
- Project leader as well as a team player in a highly organized, and detail-oriented fashion, including lead role in weekly creative staff meetings
- Strong communication skills, oral and written, used in customer relations and project development
- Dealt with outside vendors, including publications, regarding project specifications
- Direction of staff freelancers and illustrators
- Selection of photographers and direction of shoots

EDUCATION:

State University of New York at Farmingdale
Major: Advertising Art and design; Degree: A.A.S.