

VOLUNTEER WORK

Girls Inc.

SYRACUSE UNIVERSITY

B.A. of Fine Arts
Advertising Design

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2017-2022: BAR CODE DIRECT

Director of Content Creation & Design

Worked directly for a family-owned tech business. Created corporate brand identity, website, collateral and content. Managed SEO, site performance analytics, Wordpress, email marketing, Hubspot and social media channels. Also coordinated and managed Marketing Development Funds for partner brands including Zebra, Honeywell, Scansource and Motorola.

2006-2023 FREELANCE/PEA BEE PRESS

Created print, TV, digital, social, collateral and brand identity at Sterling Rice Group, Sukle Advertising, Brand Content, PJA, Stride Rite, Hill Holiday, Bar Code Direct, Peak Technologies, Regan Technologies, Isabel Harvey, Bentley Jane

Designed & Letterpress printed custom wedding invitations.

CRISPIN, PORTER, BOGUSKY, CO

Studio

Prepped and released final files for production for VW, Burger King, Shimano, Miller Lite, and New Business.

Designed Logos & supported Creative Directors.

McCANN ERICKSON, MI

Art Director

Clients included: GM, Buick, Detroit Medical Center

ALLEN & GERRISTON, MA

Art Director

Clients included: Azek, Boston Scientific, New England Baptist Hospital, Celtics

MINTZ & HOKE, CT

Art Director

Clients included: Sirkorsky, Webster Five, Mohegan Sun, Pratt & Whitney, Mass Mutual, Quinnipiac University

DONOVAN GROUP, MA

Art Director

Clients included: Brine Lacrosse & Soccer, RSA Security, Loomis Sayles, Fidelity

VEDUCCIO & PARTNERS, MA

Jr. Art Director

First job out of college. Clients included: Hanover Mall, Salem Five Bank, Wequasset Resort

Proficient in Adobe Illustrator, Photoshop, Indesign, Acrobat & Keynote, Wordpress, Powerpoint, Microsoft Teams, Sharepoint, Active Campaign, Hubspot, Google Analytics & Google Adwords.