

## my EXPERIENCE

### April 2004 -present

Filene's Basement, Burlington, MA – Creative Art Manager / Senior Graphic Designer

- Manage the creative end within the advertising department of a national off-price retailer.
- Designed and managed creative for all online markets in over 8 urban cities.
- Responsible for the art direction, design, layout, planning and printing schedule for print, online, outdoor, social & interactive media.
- Work directly with Visual Department to ensure consistency between advertisements and in-store promotions.
- Coordinate web site, Facebook, Twitter, email blasts and print ads for brand consistency.
- Produced 100th Year Anniversary promotions, including retail bag design, new logo, in-store signing and tie-in commercial.
- Produced Winter Holiday Catalog for 2008, including photography, styling, layout and printing.

### June 1999 -April 2004

Design Link International, Boston, MA - Junior Graphic Designer / Marketing Coordinator

- Managed marketing department of successful medium sized contract furniture company.
- Developed brand identity for new retail business launched in November 2002, Design Link for the Home, NYC.
- Responsible for concept and art direction of new Design Link advertising campaign for 2003.
- Responsible for all public relations media in The New York Times, Interior Design, Metropolis, House and Garden, and Dwell magazine through building relationships with top editors and using creative media kits.
- Coordinated all aspects of furniture tradeshow: including space planning, product layout, booth set-up, logistics, sales rep meetings and new product introductions.
- Responsible for streamlining marketing budget through printing cost analysis, in-house web development, maintenance and hosting and defined focused advertising through specific targeted avenues.
- Designed new product media kits for contract business to receive free PR spots in several trade & consumer magazines.
- Responsible for all web design and informational architecture for both contract and retail web sites.
- Designed new retail logo for Design Link for the Home, including business cards, showroom stationary, and chair tags.
- Designed all advertisements in several contract and retail magazines.
- Developed and designed all contract and retail marketing materials for Design Link.
- Designed all corporate product brochures, making several different European manufacturers rebrand as Design Link.

### Summer 1998

ABC affiliate KGO/TV 7, San Francisco, CA - Graphic Designer

### May 1995 -June 1999

Zina Studios, Boston, MA - Graphic Artist / Production Manager

**SKILLS:** Adobe CS 4, Quark 8, Office 2008, PR, Print, Web, Interactive, Email Services, Brand Identity, Social Media.

### EDUCATION:

May 2002- Design Management Institute, Boston, MA • Brand Management Principles Program, 2002

February 2001- Northeastern University, Boston, MA • Webmasters Certificate Program, 2001

January 1997-1999- University of Massachusetts, Boston, MA

Major: Art History/ Studio with a concentration in Graphic Design Minor: Marketing • Bachelor of Arts, 1999

September 1991-1993- University of New Hampshire, Durham, NH • Concentration: Art History and Communications