



CONTACT

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EDUCATION

SCHOOL OF VISUAL ARTS New York, NY
Bachelor of Fine Arts: Advertising/Graphic Design

LOUISIANA STATE UNIVERSITY Baton Rouge, LA
Major: Architecture

SOFTWARE

Proficiency in Macintosh Operating Systems, Adobe Creative Suite (Acrobat, Flash, Illustrator, InDesign, Photoshop), and QuarkXpress.

Familiarity with Microsoft Office, HTML, XHTML and CSS.

EXPERIENCE

[2008 – 2011]
GREY GLOBAL/WING New York, NY
Accounts: Proctor & Gamble – Pantene

Senior Art Director:

- Conceived and developed branding concepts and advertising campaigns for broadcast, print and new media.
- Supervised video editing, CGI animation and digital effects.
- Directed photo shoots and digital retouching of imagery.
- Presented creative solutions to clients for review.

[2007 – 2010]
MOMENTUM WORLDWIDE New York, NY
Accounts: American Express, Verizon

Art Director/Experiential Designer:

- Designed experiential branding and environmental signage for client events, promotions, sponsorships and entertainment.
- Ensured consistency of visual communications across media.
- Facilitated solutions with vendors regarding production output.

[2006]
CLINE DAVIS & MANN New York, NY
Accounts: Pfizer – Lipitor, Caduet

Senior Art Director:

- Translated marketing objectives into branding concepts and advertising campaigns.
- Guided studio and production staff in the development and execution of design solutions.
- Directed photo shoots and digital retouching of imagery.

[2005 – 2010]
MERKLEY + PARTNERS New York, NY
Accounts: Mercedes-Benz, Arby's, Grey Goose

New Business Specialist:

- Developed and executed advertising concepts for existing clients and new business presentations.
- Worked in conjunction with internal departments to coordinate project time frames and ensure brand continuity.
- Interfaced with print vendors on production output.

[2004 – 2005]
SOURCE MEDIA New York, NY
Accounts: American Banker, Health Data Management

Art Director:

- Conceived and executed branding concepts and advertising campaigns promoting client publications and sponsored events.
- Designed and developed media kits and sales brochures.
- Presented work internally and to clients for review.

[1999 – 2001]
JWT SPECIALIZED New York, NY
Accounts: Merrill Lynch, Verizon

Art Director:

- Established the conceptual and stylistic direction of advertising campaigns and graphic communications.
- Directed production artists in the implementation and execution of design solutions.
- Planned and coordinated project time frames and budgets with account staff and production managers.
- Presented creative solutions to clients for review.
- Researched and negotiated the costs of photography and illustration rights.