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HIGHLIGHTS

- 15+ years' experience in creative team leadership, integrated marketing communications strategy and execution (print and digital), audience-aware content, and branding and visual systems.
- Provides thought leadership on emerging best practices as well as recommended approaches for print media, out of home (OOH) advertising, website and social media content, and digital marketing.
- Demonstrated presentation, writing/editing, creative process management, marketing research, and analytical skills.
- Excellent interpersonal skills; strong team player and builder who is receptive to ideas from others; promotes a climate of continuous learning and knowledge sharing.
- Thrives in a quick-thinking, fast-acting culture; interacts successfully with individuals at all levels across an organization.

INDUSTRY EXPERIENCE

- Higher education, healthcare & dietary supplements, retail & consumer goods packaging

EDUCATION

- M.S. West Virginia University: Integrated Marketing Communications
- B.A. Montclair State University: Fine Arts, Graphic Design

CAREER PATH

DIRECTOR, CREATIVE SERVICES

DEVRY MEDICAL INTERNATIONAL :: ISELIN, NJ :: 2014 - PRESENT

- Leads the Creative Services function of the Marketing Department at DeVry Medical International (DMI), supporting DMI's portfolio of medical and veterinary schools: Ross University School of Medicine, Ross University School of Veterinary Medicine, and American University of the Caribbean School of Medicine.
- Responsible for all operations including creative development, brand-differentiated messaging, and production of externally facing print advertising, digital display, email, video, transit, radio, brochures, direct mail, promotional items; staff, agency, and vendor supervision; curation and replenishment of core assets such as images, infographics, and video.
- Established standards of creative excellence and a culture that drives on-brand innovation; inspires and motivates the creative teams to challenge convention; drives creative development and production synergies, efficiencies and streamlines processes across the greater marketing team.
- Partners with key leadership across DeVry Education Group (DVG), medical school deans and department heads in the development of marketing plans, targeted integrated campaigns, and specialized ad hoc projects; ensures all fully integrated campaigns and standalone tactics are audience-specific, brand-appropriate, and on-message.
- Manages the annual marketing calendar; plans, develops, and presents annual creative services budget recommendations for all DMI institutions, creative team output goals, and individual performance objectives.
- Evaluates key marketing metrics to identify new and assess current audience segments; monitors competitive institution marketing activities; formulates strategic creative recommendations in response to shifts in the competitive environment, key audiences, emerging research and trends.

COORDINATOR OF CREATIVE & COMMUNICATION SERVICES

OFFICE OF INSTITUTIONAL EFFECTIVENESS, RESEARCH & PLANNING, ROWAN UNIVERSITY :: GLASSBORO, NJ :: 2010 - 2014

- Conceived, designed, and executed communications to influence opinion, inspire action and build consensus across diverse, multi-leveled audiences, including administration, faculty/staff, government agencies, key area political and industry constituents as well as other internal and external publics.
- Developed original and compelling content, presentation aids and related visual assets for a variety of key projects and strategic initiatives on behalf of the Office of the President.
- Identified and responded to internal and external audiences' un-met needs through an effective mix of traditional and digital communication.
- Managed daily operations of the website, including all content updates and user experience enhancements.
- Composed and edited copy for all outbound communications and content developed by the Office of Institutional Effectiveness, Research & Planning..

ADJUNCT FACULTY

THE COLLEGE OF COMMUNICATION & CREATIVE ARTS, ROWAN UNIVERSITY :: GLASSBORO, NJ :: 2013

- Taught IMC 04360 Integrated Marketing Communication, offered by the College of Communication & Creative Arts.
- Provided instruction and expert guidance in the development of effective client communications strategies and tactics.
- Offered coaching support to current and former students for career and individual expertise development.
- Facilitated small business internships to create meaningful, real-world experiential learning opportunities.

COORDINATOR OF MARKETING & CREATIVE SERVICES

THE GRADUATE SCHOOL, ROWAN UNIVERSITY :: GLASSBORO, NJ :: 2009 -2010

- Led marketing initiatives from concept to campaign launch and post-performance analysis for over 60 traditional post-baccalaureate, master's, post-master's and doctoral degree programs.
- Developed The Graduate School's annual and long-range marketing vision, strategy and plans for the achievement of key recruitment and enrollment objectives.

- Responsible for marketing budget management, strategic identification of new promotional opportunities, and maintaining relationships with key faculty, staff, and administration across the University.
- Produced brochures and related marketing collateral for graduate information sessions held throughout the year.
- Oversaw daily management of The Graduate School website, digital content and social media presences.
- Ensured a consistent brand experience across all communications touch points.
- Monitored and adapted to industry happenings, consumer trends and competitive activity.
- Reported on campaign performance of advertising, promotions and related marketing communications.
- Collaborated with the Office of the Provost to produce and publish periodic internal newsletters.

INDEPENDENT CREATIVE STRATEGIST

THE PIRELLE, LLC :: VINELAND, NJ :: 2006 - 2014

- Developed seamless 360 integrated marketing campaigns to drive awareness, lead generation and revenue.
- Worked with clients to identify and define marketing needs, including setting and understanding objectives, defining audiences and key messages/value propositions.
- Translated business strategy into impactful and effective marketing communications strategies to support and drive current and future business needs.
- Researched and evaluated industry and consumer trends, assessed competitive activity and recommended opportunistic or corrective strategies and tactics as appropriate.
- Conceptualized and created appealing marketing pieces, promotional materials, direct mail and email campaigns to influence audience perception and motivate behavior.
- Designed and developed websites, social media presences and digital content frameworks to drive traffic, branding, and market share.
- Created innovative retail signage, storefronts and vehicle wraps to create presences that break through the clutter.
- Styled and conducted photo shoots; master image retouching.

WEBMASTER (CONTRACT)

DEUTSCHE BANK, GLOBAL NETWORK SERVICES :: PARSIPPANY, NJ :: 2006

- Responsible for the alignment of more than ten Deutsche Bank worldwide intranet websites.
- Consolidated content and streamlined delivery according to best practices in web design, needs of various internal constituents and Deutsche Bank brand standards.
- Implemented effective and efficient internal communications strategies via digital tactics.

ART DIRECTOR

TEAM PRODUCTS INTERNATIONAL :: MOUNTAIN LAKES, NJ :: 2005 - 2006

- Led the development, design, and production of packaging, end cap and POP displays, and in-store signage.
- Ensured consistently on-brand creative across all marketing channels or various product lines licensed under Sunbeam, Coleman, Emerson, Rawlings, HUMMER, Chevy Racing as well as a handful of private label brands.
- Managed various communications initiatives and literature fulfillment for trade shows, customer meetings and internal meetings; oversaw all product and lifestyle photo shoots, post-processing and digital retouching.
- Supervised and directed the work of three graphic designers; demonstrated ability to continuously improve organizational processes and increase department-wide productivity.

DESIGN MANAGER—CREATIVE SERVICES

GOEN TECHNOLOGIES CORPORATION (MAKER OF TRIMSPA DIETARY SUPPLEMENTS) :: CEDAR KNOLLS, NJ :: 2002 - 2005

- Conceptualized the uniquely fashion-conscious style of the TRIMSPA brand; established the brand style guide to ensure consistent expression across all media.
- Oversaw the Art Department; delegated personnel and resources as needed to meet expectations
- Managed a creative team of six, providing individualized creative direction, training and development for each.
- Provided creative direction for a broad array of projects, including direct mail, advertising, outdoor, event promotions and a robust motorsports program.
- Ensured a seamless visual and messaging 360 brand experience across all marketing communications channels.

PROFESSIONAL AFFILIATIONS

American Marketing Association, New Jersey chapter

AWARDS

2016: 31st Annual Educational Advertising Awards: 2 Gold, 1 Silver, 2 Bronze, 5 Merit

2015: MarCom Awards: 2 Platinum, 5 Gold, 3 Honorable Mention

2013: MarCom Awards: 1 Gold, 1 Honorable Mention

2011: MarCom Awards: 1 Gold