

FACT SHEET

As Creative Director for the Chemistry Agency, won **Green Century Mutual Funds**. My direct client contact and reworking of their media plan took them from obscure newsletters to magazines like: Sierra, Mother Jones, etc.

As Lead Creative on **Benchmark Hospitality**, fulfilled the advertising and design needs of 26 unique high-end properties throughout the United States

At **Warren Kremer Paino**, drew on film production experience to rework flawed shoot schedules. Agency president reassigned primary client's highest profile shoot. In my hands a flawless shoot resulted in renewed client confidence.

For **Bed Bath and Beyond** account, in addition to ads and collateral, used my prop master experience to avoid costly re-shoots becoming the top client requested on-set art director. Supervised client attended shoots with top photographers

For **Chase Manhattan Interactive** at Grey-Emarketing earned reputation as creative that had 'ability to speak geek'

For **Starbucks**, designed a Japanese ad without knowing Japanese

As Associate Creative Director for **Bradshaw Advertising**, won new business while defending critical accounts

For **Wunderman** impressed creative director by doubling as copywriter to win new business. Thrived as the only junior in the agency's top senior group.

At **Young & Rubicam's** digital studio, gained high-end pre-press skills on Crown Plaza account

As a cross-platform creative, used Mac to design promotional CD and packaging for **Microsoft Windows 95**

For **NYPD/FDNY's Public Service Answering Center**, designed corporate identity including patches for their uniforms. Awarded the opportunity to design their interior signage project as a result.

For **Taproot Foundation** lead web designer + photographer on service grants awarded to non-profit organizations

For **Whitney Museum**, Directed and Edited on-air TV special

For **Mayor Bloomberg** managed stage design/production for 2006 State of the City

For **NYCTV**, completely re-designed their web site. Served as in-house photographer and designed DVD box sets for retail distribution. Assisted in production of on-demand flash based video system, while learning motion graphics.

For **Department of Design & Construction (DDC)**, Director/Editor and initiator of featured video series

For **you're Agency.....**

Sector Specialties:

General Consumer
Business to Business
Retail, Luxury Goods
Tourism & Hospitality
Travel
Package goods
Financial
Environmental
Health & Fitness
Media, Alcohol/Lifestyle
Education
Non-Profit and Government

(Also love new challenges)

Accounts:

American Express,
Bed Bath & Beyond,
Air France,
Chase Manhattan,
Microsoft,
Starbucks,
Bulova Watches,
Hershey,
Chef Central.
Benchmark Hospitality,
Green Century Mutual Funds

(Complete list upon request)

RESUME

SUMMARY & OBJECTIVE

Award-winning, media savvy, creative with 15+ years experience. Proven ability to lead under pressure, passion for mixing concept, design, and technology for the most effective communication.

Having thrived in many facets of the industry, I am now seeking a position in which I can leverage the full extent of my experience to win new business, impress clients and bolster agency reputation.

SKILLS

Design: Advanced expertise Adobe CS5 including: Illustrator, Photoshop, Dreamweaver, Flash, InDesign and InCopy.

Web: Savvy front-end designer experienced in functionality and implementation of projects utilizing the following technologies: CSS design, ActionScript, JavaScript, HTML5, PHP, AJAX, ASP.NET, XML, mySQL, WordPress and WCMS

Media: Experienced non-linear editor able to mix Final Cut Pro, After Effects, Premiere and Flash for desired effect.

Presentation: CC level Toastmaster with battle tested new business skills. Design and presentation experience using powerpoint and keynote.

Specialties: Social media marketing, advanced photography & retouching. Advanced film & HD video production, typography, grid-based and organic design, user experience, usability, web standards and SEO.

AWARDS & MENTIONS

ProMax National Award winner: Print ad category
Killed Ideas Awards Book: 4 Campaigns + Editor's Choice Winner
Adrian Awards: Ads won in Gold and Silver Categories
"ONE" the advertising magazine: featured in article on emerging talent
Toastmasters Evaluation Contest: Silver Award Winner
Toastmasters: Competent Communicator Award

EDUCATION

Syracuse University: BFA in Advertising Design
The MissionNYC: Alternative Media with Erik Fahrenkopf
Adhouse: Advanced Branding with Larry Frey & Ted Royer
School of Visual Arts: Commercial Photography
NYU School of Professional Studies: Public Relations
New York University: Tisch intensive film & video program

EXPERIENCE (please see corresponding Fact Sheet for further detail)**PRESENT**

The City of New York - Sr. Art Director & Web Designer : 10/05 – Present
NYC Dept. Design & Construction (DDC)
NYC Media Group, NYCTV - Dept. of Information & Technology

CREATIVE DIRECTION

Bradshaw Advertising, Portland, OR - Associate Creative Director: 7/05- 8/05
The Chemistry Agency, NYC - Creative Director: 07/03 - 7/05

ART DIRECTION

Warren Kremer Paino, NYC - Sr. Art Director: 01/01 – 01/02
Berenter, Greenhouse & Webster, NYC - Art Director: 11/99 – 11/00

FREELANCE ART DIRECTION

As a freelancer I've worked for a variety of agency types including general, interactive and In-house. As technology melds this broad based experience has made me a both a quick study, and a valuable asset on fast-paced new business and high-profile accounts.

Grey Advertising	Six month assignment
Young & Rubicam & WCJ	Nine month assignment
Grey's Emarketing	Six month assignment
Farago & Partners	Three month assignment
Emmerling Post	New Business Pitch
The Ellenson Group	New Business Pitch
Toolbox Creative	One month assignment
Rocket Science Creative	Three month assignment
McCullough Advertising, LA, CA	Offsite Freelance
American Management Association	One month assignment
In-Sync Advertising	Six month assignment
Direct Partners	Three month assignment

FILM & COMMERCIAL PRODUCTION EXPERIENCE

Independent Contractor – 2 Years – held positions ranging from gaffer to production designer. Experience on union and non-union shoots. This experience has enriched my on-set effectiveness.

TEACHING & NON-PROFIT

NYU School of Professional Studies - Adjunct Instructor & Guest Speaker: 06/04 – 06
Taproot Foundation - Lead webdesigner on multiple website service grants: 01/09 – Present
Toastmasters DDC - Vice President of Public Relations: Present