

## Summary

Award-winning creative with over 20 years of hands-on design experience in branding, advertising, and marketing web, and print, and project management. Translating business goals and market insights into marketing strategies that effectively communicate brand positioning and product value proposition.

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## Professional Experience

### **Mellen & Jayne, inc.**

1993 to present

*Senior Art Director/Designer*

- Provide hands-on print, web design, email marketing to a diverse range of clients including national and international clients.
- Billed for as much as \$1.2 Million worth of projects per year, working with cross-functional teams to develop highly creative and effective concepts that meet client business objectives.
- Lead Designer/Director for the brand revitalization, marketing, and development of Pudgies, Arthur Treacher's, Ritter's Frozen Custard and Wall Street Deli restaurant franchises.
- Maintained a 20 year plus working relationship with client ThermoSpas, Inc., working with the CEO/Owner, and marketing staff to lead and design for its branding and marketing efforts.
- Instrumental in achieving sold-out crowds for Django Reinhardt NY Festival, and Fujitsu Jazz Festival Jazz Concert Series, designing and producing for the production co. for various venues including Jazz at Lincoln Center, Carnegie Hall, and Birdland to effectively promote events for over 15 years.
- Increased the market visibility for educational company Brienza's Academic Advantage by designing and developing new websites and collateral materials, resulting in the launch of new divisions.
- Designed sales, marketing and POP displays for international wine importer Frederick Wildman & Sons, Ltd., increasing its visibility and revenue generation.
- Developed and produced marketing materials for the Rockland chapter of the American Cancer Society's annual fundraising events for a 15 year period.
- Created innovative marketing campaigns to drive brand positioning and differentiation in the real estate marketplace for companies including K. Hovnanian Northeast and Delaware, Orient Express Hotels, Centex Homes, and others.
- Received 7 SAM (Sales and Marketing) Awards from the New Jersey Builders Association for direct mail campaigns and logos created for K. Hovnanian Homes, increasing their sales leading to an 8% capture rate.
- Increased donations and raised community awareness for The Jewish Federation of Western Ct. through internet, email and direct mail marketing.

### **World Wrestling Entertainment**

1989 to 1993

*Art Director*

- Conceptualized and designed for International Sports wrestling company including character development, the direction of photo shoots, and catalog development.
- Produced projects including logos (for print and television), promotional materials for talent and events, character merchandise, product catalogs, and sculpted trophies.
- Collaborated with Senior Director and Creative Director, Executive team and CEO to create headlines and graphics to attract record-setting viewership on the PPV network.
- Directed pre-press and printing processes to ensure compatibility with TV and Print formats.
- Oversaw the activities of Associate Directors and Production Artists within multiple projects at one time.
- Scheduled, directed and managed talent for photo shoots.
- Part of an elite team chosen to develop and launch a new division (World Bodybuilding Federation) and its vitamin supplement line (Icopro).

## Consulting Position

### SRS-Health

July - Sept 2017

*Sr. Graphic Designer*

Eliminated backlog of projects for this premier HCIT solutions partner for the Healthcare industry focused on specialty medical practices. Designing and producing a variety of Health Care marketing items including, but not limited to the following

- Design and produce marketing materials for user summits such as programs, signage, advertising (digital and print),
- Develop sales and summit powerpoint presentations.
- Design White papers,
- Design and produce advertising and banner ads
- Design and produce app splash screen
- Design and create Prezi presentations

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## Education

### Syracuse University, Syracuse New York

*Bachelor of Fine Arts, VPA - Major in Advertising Design*

### Rockland Community College SUNY, Suffern, NY

*Major in Graphic Design - with professors brought in from Pratt Institute and Parsons School of Design, NYC*

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## Recognition

- Best Direct Mail Campaign (several) - Sales and Marketing Awards - NJ Builders Association
- Best Logo Design (several) - Sales and Marketing Awards - NJ Builders Association
- Community Service Award (several) - American Cancer Society
- Community Service Award (several) - Marissa Fund
- Community Service Award (several) - RJR Memorial Fund
- Image of the Day - (Illustration) - ImagineFX Magazine

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## Memberships

- New City Chamber of Commerce
- Committee Member, American Cancer Society, Rockland Chapter - Bark for Life
- National Association of Photoshop Professionals
- Member of Annual Marisa Fund 5 Mile Turkey Trot Board of Directors

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## Technical Skills

Latest Mac OS, Adobe CC 2018 - Photoshop expert, Illustrator expert, Indesign expert, Muse, Dreamweaver, Animate, Experience Design, QuarkXpress, Final Cut, Excel, Word, PowerPoint, Numbers, Pages, Keynote, QuickBooks, Prezi  
Web Design, HTML, CSS  
Expert Photo retoucher  
Traditional and Digital Illustrator  
Photography