

G2 Direct & Digital: Freelance Art Director · New York, NY · July 2008 - August 2008

Aetna / Magic Johnson Enterprises: Art direction and photography on website. Concept, design and development on rich-media ad campaign. Liberty Mutual: Conceptualized and designed strategy for LM Teen Driving fan page with applications for Facebook. Objective: Gain qualified leads, drive traffic, engage prospects and encourage pass-along.

iDeutsch: Freelance Art Director · New York, NY · January 2008 - February 2008

Zelnorm: Website design support. Tekturna: Print art direction & design support. Ortho Lo: Concept and art direction on closed circuit medical TV spot.

True North: Freelance Art Director · New York, NY · June 2007 - August 2007

Economist: Conceptualized, designed and developed digital acquisition strategy. Translated consumer research into interactive campaigns aimed at repositioning non-reader's opinions and broadening subscriber knowledge of the newspaper.

Tribal DDB Worldwide: Freelance Art Director · New York, NY · February 2007 - April 2007

Aveeno: One of two art directors redesigning Aveeno.com. Designed and directed flash development for Aveeno Baby and Aveeno Sun richmedia banner campaigns.

MMB: Freelance Art Director & Digital Designer · New York, NY · October 2006 - January 2007

Subway: Conceptualized and designed website, ads and hand-drawn logo for Freshbuzz.

Brouillard / JWT NY: Associate Creative Director · New York, NY · January 2006 - October 2006

Coordinated and directed all creative and web services with technology director. Identified interactive business opportunities. Managed small scalable team of freelancers and client relations. Wrote proposals, defined project scope and co-planned and executed online creative strategy.

Brouillard / JWT NY: Freelance Art Director · New York, NY · March 2004 - December 2005

Designed print, web, outdoor, logos and tiered brochure systems for Brouillard clients.

Essence Magazine: Freelance Designer · New York, NY · October 2003 - March 2004

Designed 10th Anniversary Essence Music Festival website, in-book ads, event collateral & premiums.

CondéNet: Online Advertising / Promotion Designer · New York, NY · October 2002 - May 2003

Designed promotional minisites and ad units for Epicurious, Concierge, and Style.com.

The City University of New York: Assistant Professor · Brooklyn, NY · January 2002 - present

Develop curriculum, advise students and teach intermediate / advanced advertising concept classes in the Advertising, Design & Graphic Arts undergraduate program. Class emphasis includes: creative strategy, copy development, interactive, multi-channel execution and presentation.

Juno Online Services: Designer · New York, NY · February 1999 - January 2000

Designed digital ads placed in Juno's email client. Directed production in India via email.

EDUCATION

M.S. in Integrated Marketing, New York University · Degree expected May 2010

Course work: Competitive Strategy, Digital Marketing, Operations & Customer Service, Creative Planning & Execution, Media Planning & Analysis, Financial Planning & Analysis

M.S. in Communications Design, Pratt Institute · May 2000

B.A. in Graphic Design, Hampton University · May 1998

