



I'm an award-winning designer and creative director with over two decades developing brands and helping businesses achieve marketing success. Devising and directing creative strategy and crafting its execution is where I excel. During my time at Visit Buffalo Niagara, my team took a city associated with Rust Belt decay and transformed its brand into a can't-miss place, featuring experiences a visitor won't find anywhere else. ♦ I'm a storyteller. Getting to the core of a client's DNA and then shaping those bits and pieces into authentic and compelling messages that engage customers is what I do. Equally fluent with ink on paper, screens and sound & motion, I've created captivating work in all media, and I'm ready to deliver great results for you.

**PROFESSIONAL EXPERIENCE**

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| <p>AUGUST<br/>2020<br/>NOW</p>        | <p><b>CITI</b><br/><i>Presentation Specialist</i><br/>580 CROSSPOINT PARKWAY / GETZVILLE, NY 14068</p> <ul style="list-style-type: none"> <li>▶ Design sales material, presentations and display graphics for bank deals with private clients</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>MAY<br/>2020<br/>NOW</p>           | <p><b>EXPLORE &amp; MORE - THE RALPH G. WILSON, JR. CHILDREN'S MUSEUM</b><br/><i>Consulting Designer</i><br/>130 MAIN STREET / BUFFALO, NY 14202</p> <ul style="list-style-type: none"> <li>▶ Design and produce all marketing materials for marketing, operations and education teams:             <ul style="list-style-type: none"> <li>» Print and online advertising</li> <li>» E-mail campaigns</li> <li>» Brochures / logos / direct mail / social media graphics / customer print collateral</li> <li>» Print and digital signage / large format graphics</li> </ul> </li> <li>▶ Video production: on-set direction, 360° photography, editing and motion graphics</li> </ul>                                                                                                                                                                                                                                                                                                                                                           |
| <p>JULY<br/>1999<br/>APR<br/>2020</p> | <p><b>VISIT BUFFALO NIAGARA</b><br/><i>Director of Creative Services</i><br/>403 MAIN STREET, SUITE 630 / BUFFALO, NY 14203</p> <ul style="list-style-type: none"> <li>▶ Spearheaded development and creative execution of overall marketing strategy: message, channels, media mix and tactics</li> <li>▶ Designed and produced all marketing materials:             <ul style="list-style-type: none"> <li>» Consumer and trade publication advertising</li> <li>» Online marketing and and e-mail campaigns</li> <li>» Travel guides and brochures / logos / direct mail / retail merchandise / convention and meeting signage</li> <li>» Tradeshow displays and large format graphics</li> </ul> </li> <li>▶ Led video and audio production:             <ul style="list-style-type: none"> <li>» On-set video direction, editing and motion graphics</li> <li>» Podcast recording, editing and distribution</li> </ul> </li> <li>▶ Developed and maintained all organization websites</li> <li>▶ Crafted social media messaging</li> </ul> |

- ▶ Managed all creative services projects
- ▶ Made all printing, signage, display and Macintosh software and hardware purchase decisions
- ▶ Hired and directed all freelance designers, photographers, illustrators, videographers, printers and web developers
- ▶ Supervised staff graphic designer

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| <p>MAR<br/>1996<br/>JULY<br/>1999</p> | <p><b>LANDMARK DIRECT CORP.</b><br/><i>Graphic Designer</i><br/>500 FILLMORE AVENUE / TONAWANDA, NY 14150</p> <p>Designed and produced direct marketing materials:</p> <ul style="list-style-type: none"> <li>» Quarterly catalogs for four business units</li> <li>» Direct mail / catalog advertising / flyers</li> <li>» Packaging and product art</li> </ul> |
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**AWARDS**

- Infotech Niagara / 2002
- Web Marketing Association / 2003
- AAF Buffalo / 2010, 2013, 2014, 2015
- New York State Tourism Industry Association / 2017, 2018

**DIGITAL SKILLS**

- Adobe Creative Suite ♦ HTML & CSS
- Premiere ♦ Audition ♦ Dreamweaver
- Microsoft Office ♦ Keynote ♦ WordPress

**PROFESSIONAL AFFILIATIONS**

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| <p>SEPT<br/>1998<br/>NOW</p> | <p><b>AAF BUFFALO</b><br/><i>Leadership roles:</i><br/>Board member / 1998–2000, 2003–2008<br/>Executive secretary / 2004–2005<br/>Vice-president / 2005–2006<br/>President / 2006–2007</p> |
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**EDUCATION**

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| <p>DEC<br/>1995</p> | <p><b>SUNY BUFFALO STATE</b><br/><i>Bachelor of Fine Arts in Graphic Design, Magna Cum Laude</i><br/>1300 ELMWOOD AVENUE / BUFFALO, NY 14222</p> |
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