



I am a creative leader with 10+ years of experience in brand identity, creative strategy, campaign design, web UX & UI, social content, event production & more. I have a passion for detail, love a good hustle and thrive in collaborative environments.

EXPERIENCE

CREATIVE DIRECTOR  
2021 - PRESENT

ART DIRECTOR  
SHE MEDIA  
(A PENSKE MEDIA  
COMPANY)  
2019 - 2021

DESIGN MANAGER  
SHE MEDIA  
2018 - 2019

SENIOR DESIGNER  
SHE MEDIA  
2016 - 2018

LEAD DESIGNER  
Y INTERACT  
(AGENCY)  
2007 - 2015

CO-FOUNDER &  
LEAD DESIGNER  
SWEET SILK  
2009 - 2013

AD/PROMO DESIGNER  
HACHETTE BOOK  
GROUP  
2006

- Hire and manage a team of 3 designers overseeing all brand, events, sponsorships, and digital (web + social) initiatives
- Led the rebrand of SheKnows Media to SHE Media post the Penske acquisition - revamping all core assets and creating the brand, design, voice and style guidelines used across the organization
- Develop and maintain the UX/UI design of shemedia.com, blogher.com, and femvertisingawards.com - creating and updating design content as the sites continue to scale
- Manage all aspects of BlogHer conferences - 5 events with over 3K attendees annually - including concepting, project planning, sourcing vendors, and working closely with event production & A/V teams to ensure the quality of all signage and visuals
- Collaborate with our clients' brand managers & design teams to develop assets for campaign/event initiatives including digital assets, social media assets, print, sales collateral, experiential activations, and more. Notable clients include Amazon, Target, Dunkin', Facebook, Best Buy, Pandora, Instax Fujifilm, and Novartis

- Worked closely with the Creative Director, designing and executing all creative assets for marketing initiatives including identity, digital assets, social media assets, print, and sales collateral
- Supported sales team and other business functions by maintaining corporate presentation design, and evolved templates as needed for business needs
- Managed design + execution of ad campaigns running on sheknows.com, stylecaster.com & blogher.com.
- Managed photography for company events/conferences (shooting + editing)
- Conceptualized and designed all visual assets needed for BlogHer conferences

- Managed a designer and team of freelance designers when needed across various brand, digital, and event initiatives
- Led various web design projects for clients such as: Covenant House, Keller & Benvenuti, International Advertising Association (IAA), and Financial Communications Society (FCS)
- Provided digital ad/media support for clients including: Obama Campaign '08, NBA, WNBA, and Advertising Women of New York (AWNY)

- Led visual identity of boutique brand specializing in exotic confectionary, sold online and available at various NYC markets
- Managed design of various print & digital assets to support events, seasonal campaigns, social promotion, packaging, and more.
- Provided hands-on art direction for seasonal product photo shoots

- Responsible for designing print banner ads, posters, book covers and other promotional materials for top selling and new release books published by Hachette Book Group (formerly Time Warner Book Group)
- Worked closely with design team, copywriters, and art directors to produce high quality finished layouts to appear in several publications, book stores, subways, and more

SKILLS

Adobe CS: Photoshop, Illustrator, InDesign, Dreamweaver  
Presentation: Keynote, PowerPoint  
Web Tools: Squarespace, WIX, WordPress, Ceros  
Web Ad Builder: Clipcentric  
Photography (Shooting/Editing)  
Illustration (Digital/Traditional)

EDUCATION

BFA - Communication Design & Art History  
Pratt Institute of Technology  
2003 - 2007

Certificate of Completion - Visual Design Workshop  
Fashion Institute of Technology  
Summer 2003