

Summary of Qualifications

Freelance 1997-present

Art Director with over 10 years of experience in:

Corporate Identity • Comprehensive Branding • Brochure & Catalog Design
Advertising Campaigns • Package Design • Pre & Post Production

Created concept and design for a direct mail brochure that received a 5% return for Morristown law firm *Porzio, Bromberg & Newman*. Crafted a successful branding strategy positioning *The Magic Pot Fondue Bistro* to develop into a franchise.

Freelance client list:

Algonquin Arts; Benjamin Moore; Daily Grind Café; Diva Lounge; Earthborne Cosmetics, LLC; Luna Stage; The Magic Pot Fondue Bistro; Newark Safety Equipment; Party City Incorporated; PIC Corporation; Porzio, Bromberg & Newman; Ruby; Sagebrush Restaurant.

Lois Schneider Realtor Creative Director 2014-present

Designed and launched a campaign to update the corporate brand, which was recognised by Leading Real Estate Companies of the World, an international network of market-leading independent residential brokerages, and awarded First Place for Company Branding and Property Advertising in 2015. The role encompasses the branding and marketing for LSR as well as the design of property marketing materials including brochures, community advertising campaigns, direct mail and special photography.

Aaron Basha Corp. Art Director 2010-2014

Introduced a new advertising campaign, which revived dormant relationships with national retailers. Instituted a successful in-house Art Department and was responsible for the strategic direction, development and production of advertising campaigns, point-of-purchase, counter displays, brochures and catalogs for an international jewelry brand. I assumed the role of Marketing Director, expanding the brand presence through focused advertising placement and marketing campaigns.

Scott Kay, Inc. Sr. Graphic Designer 2007-2009

Collaborated on the design and strategy of a product launch campaign, which increased retail visibility by 30%. The position involved the design and development of marketing materials including advertising campaigns, brochures and catalogs for high fashion and bridal jewelry. Additional responsibilities included managing the art department, directing photo shoots, going on press and photo-retouching.

Aetrex Worldwide, Inc. Creative Designer 2004-2007

Through successful design of a product re-launch campaign, sales increased by 7%. Reinforced brand recognition with the design and implementation the Aetrex corporate style guide. Responsibilities included the concept and design of marketing materials including catalogs, brochures, ad campaigns, package design, sell sheets and trade show booth graphics for an internationally recognized shoe manufacturer.

George Street Playhouse Publications Manager 1999-2000

Designed the advertising campaign for the production of *Master Class* resulting in record high box office sales. In-house designer responsible for the design and production of original artwork for a series of five theatrical productions, including newspaper advertisements, posters, programs, and postcards. Additional responsibilities included all theatre related printed materials, brochures, invitations and promotional mailings.

Education

Fashion Institute of Technology, NYC (1995-1999)
Thomas A. Edison State College, Trenton, NJ (2009) - Bachelor of Arts

Design Awards

1st Place, Branding & Property Advertising: Leading RE Member Awards (2015)
2nd Place, Brochure Design: NJ Ad Club 46th Annual Jersey Awards (2013)
3rd Place, Collateral Marketing: NJ Ad Club 45th Annual Jersey Awards (2012)