

Work Experience

Multitasking at All Times

I am currently and/or have been freelancing at a variety of firms, startups as well as big agencies including BBC Omnicom Media Group, Universal McCann, Cohn & Wolfe public relations and Direct Brands. I work with a variety of other clients of my own as well such as The Geothermal Energy Association, KiptonART and Rosen Group public relations to name a few. I like to take on a variety of roles.

I am by all means open to the prospect of accepting a full time position at the right company.

Spongecell

I did a bit of work at Spongecell, designing banner ads, and working on client pitches for ad campaigns. It was here that I gained working knowledge of the trafficking process, ad rotation, and performance.

Having designed many banner ad campaigns, I have grown quite comfortable flowing functionality and assets into confined spaces

Serious USA

September 2006 >> August 2008

Serious USA was where I officially made my crossover into new media. I was a designer, doing both front-end development, as well as marketing. I was involved in all phases from initial concept, information architecture and execution of design. I also collaborated with our developers, to ultimately the client's micro sites to life. Serious was conceived in London England in 1998, and set up shop in New York City, with a satellite office back home until the the plug was pulled and the lights went out in August of 2008.

Various Freelance for Companies/Clients

September 2001 >> September 2006

The Rosen Group public relations, Radar magazine, Lucky magazine, Marie Claire magazine, Martha Stewart Living, Gourmet magazine, Crobar nightclubs, Jungle Brothers , Wieden and Kennedy, Spotco, USA networks, Simon and Schuster, RTR Packaging, Sports Illustrated magazine, Learning Annex, Cannes Film Festival/AOL, My Generation magazine

Hachette Filipacchi magazines

March 2001 >> September 2001

I was a designer for the Integrated Marketing Group. I helped produce special events for the Integrated Marketing Group, and immersed myself in other various projects for Elle, Elle Decor, Road & Track, Car and Driver and Hachette's parent company, based in France; Lageder Media.

Condé Nast Publications

Promotions Marketing Group >> Aug 2000 - Sept 2001

Worked on a variety of B2B projects, namely pitches and presentations for corporate marketing, as well as Vogue, Vanity Fair, Elle, House & Garden, GQ and CondeNet.

Details Magazine

Promotions Marketing >> Oct 98 - Aug 2000

Details was my first job out of college, I worked in promotions marketing as a designer.

I created invitations, special advertising sections and helped execute special events special events for both the magazine and it's advertisers. I was involved directly with events production, which involved designing for working the event itself. Always the naturally resourceful saavy liason, I worked with variety of vendors for projects requiring special materials acquire what I needed, and to create what I wanted.

Education

School of Visual Arts

BFA Design and Advertising

I went here for four years, starting out in the foundation program, taking classes in painting, drawing, photography and sculpture. I went on to study graphic design and advertising. I still actively took drawing workshops and also studied typography.

University of the Arts

Art Smart Fellowship Program

I went here on a grant provided to me for a summer program just before I was to start 12th grade. It consisted of figure drawing, painting, printmaking and photography. After High school, I attended SVA.