

PROFILE

I am a versatile creative director, designer, and copywriter. With experience in various industries such as advertising, non-profit organizations, cultural institutions, franchise companies, and manufacturing, I excel at leading teams and collaborating with diverse minds to bring ideas to life. I have managed both in-house and agency teams and worked on numerous brands, budgets, and media projects, showcasing my adaptability and versatility.

SKILLS

- Adobe Creative Suite + Office 365
- Designer, copywriter, collaborator
- Print, digital, html + web
- PM tools and email platforms
- Creative solutions
- Adaptable + strategic thinker
- Organized list maker

SELECT WORK EXPERIENCE

GRAPHIC DESIGNER & VISUAL BRAND MANAGER

CULTURAL COUNCIL FOR PALM BEACH COUNTY | 2023-PRESENT

Designer for collateral supporting the Cultural Council for Palm Beach County brand as the official support agency for arts and culture in The Palm Beaches.

FREELANCE GRAPHIC DESIGNER + COPYWRITER + CREATIVE CONSULTANT

OCEANWALKER STUDIOS | 2014-PRESENT

I am radically curious and unafraid of trying new methods, tasks, or vocations. I possess strong conceptual, communication, and organizational skills, which keeps me flexible and invaluable. I perform creative services for organizations like copywriting, content creation, visual branding, marketing communications, and graphic design. Additionally, I enjoy exhibition curation and design.

CLIENT EXPERIENCE:

- Milwaukee Jewish Federation
- Duree & Co Public Relations
- Stitchcraft Marketing
- Bussey Consulting Group
- British Swim School

CREATIVE CONSULTANCY:

- Curator of 'Modern Quilts', Bailey Contemporary Arts Center, Pompano Beach, 2022
- Literary Chair, Coral Springs Festival of the Arts, 2019-2020
- Program Coordinator for Guild of Art and Literature, 2019-2020
- Secretary, South Florida Modern Quilt Guild, 2019

CREATIVE DIRECTOR

CHAUVET | 2010 - 2014

While managing an in-house agency of graphic designers, video producers, and communications specialists, I led the creative development for this manufacturer's four brands of entertainment lighting and fixtures. A highlight was increasing the company's media coverage by 90 percent in a 2-year period while securing its first cover story.

MARKETING COMMUNICATIONS MANAGER

CRUISE PLANNERS HQ | 2007 - 2010

I oversaw the creative development of this franchise company's print, digital and web collateral (direct and channel marketing), while serving as chief copywriter, community manager of its social media platforms, and production manager. A highlight was creating a brand mark, 'Cruisitude', which is still used to this day.

LEARNING AND DEVELOPMENT: PURSUING CERTIFICATE IN NONPROFIT MANAGEMENT

MEMBER OF: FLORIDA ASSOCIATION OF PUBLIC ART PROFESSIONALS
AND AMERICAN ALLIANCE OF MUSEUMS

EDUCATION: BACHELOR OF ARTS IN MARKETING COMMUNICATIONS, ORLANDO COLLEGE

AWARDS: GOLD ADDY AND SILVER ADDY, AAF GREATER FT. LAUDERDALE AND
GOLD AWARD AND SILVER AWARD, TRAVEL WEEKLY'S MAGELLAN AWARDS