

experience

Really Good Stuff, LLC

Lead Graphic Designer: 2019-current

Shelton, CT

- Developed 360° marketing campaigns for the Steve Spangler Science brand, a brand that inspires the next generation of scientists and engineers. This includes all print, digital and social media platforms.
- Created landing pages and built product pages to drive conversion. Created video ads for paid media/social content. Enhanced Amazon product pages with A+ content detail.
- Audited our parent website to ensure our brand thumbnails were consistent across each ecommerce channel.

Freelance Senior Art Director

Senior Art Director: 2018-2019

Trumbull, CT

- Freelance Clients include: Social Alchemy, BIC Shaver, Bic Stationery, Federici Brands, Medicare Assurance Group, Greenwich Jiu Jitsu Academy, Hands on Pottery, ChalkTalk Sports, Gone for a Run, Informa Markets.

Catapult Marketing

Senior Art Director: 2014 – 2018 / Art Director: 2014 – 2016

Wilton, CT

- Strategize, develop and design all communication materials including print, digital and social media for national and shopper marketing programs.
- Managed the creative from strategy through client presentation.
- Collaborate with creative and account team, copywriters, illustrators and photographers while mentoring and motivating junior members of the team.

IN Marketing Services

Art Director: 2008 – 2014

Norwalk, CT

- Provided support to creative director on leading lifestyle brands.
- Manage the creative direction and expectations for specific projects, ensuring they fit client, brand, retailer and the overall business objectives and are cohesive across the entire campaign.

Papyrus

In-House Designer: 2007 – 2008

Greenwich, CT

- Worked with customers to develop design concepts, expand concepts into draft designs, review proofs with customers, and coordinate design production for in-house invitations, weddings, announcements and parties.
- Designed invitations for the 24-hour printing turnaround program, whereby customers can order designs from 180 retail stores.

IN Marketing Services

Junior Art Director: 2004 – 2007 / Digital Designer: 2003 – 2004

Norwalk, CT

- Provided support to creative director on national marketing campaigns for Unilever Foods
- Managed multiple jobs and projects on a daily basis, along with meeting tight deadlines and expectations of numerous clients.

creative summary

Hands-on, passionate, detail oriented Senior Art Director with fifteen years of experience. Strong organizational and problem-solving skills, while developing and maintaining exceptional brand standards across print collateral, direct mail, ad circulars digital and social media. Managed graphic artists, illustrators, photographers, in-house freelance staff, and outside vendors.

technical skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Adobe After Effects
Final Cut Pro
WordPress
Squarespace
Microsoft Office

clients

Mars Chocolate, Gerber, Family Dollar, Unilever Food and Personal Care, Time Inc., Blue Cross Blue Shield, Brown Forman, Litter Genie, BIC, ChalkTalk Sports, Hands on Pottery, Informa Markets, Steve Spangler Science.

awards

Dove "Year of the Core" Sales Kit - 2007
Newsweek - Top 10 Best Toy Website 2019/2020

education

BA, Graphic Design
Keene State College,
Keene, New Hampshire

reference

Blake Sumrall – 303.319.4092
Creative Director for Steve Spangler Science