

Smith College, B.A. 2009 in Graphic/Web Design, Digital Media, Visual Arts; Dean's List: '06-'08; Northampton, MA
University of NSW College of Fine Art, Semester Abroad - Fall '08; Web Design & Motion Graphics; Sydney, Australia

VALUE

I'm a trained visual artist with a passion and strong eye for engaging design and composition, using best practice principles for determining layout, color, typography and final presentation. My scope as a graphic designer includes an expert knowledge of the Adobe Creative Master Suite 6 for executing polished digital media production assignments and business marketing collateral. I'm experienced in website design, development & administration, wireframing, UI/UE, mobile responsiveness, HTML/CSS, prepress file preparation, photography, typography, preparing style guides, vector/raster illustration, spot colors, bleeds, RGB/CMYK, color correction, die cuts, logo design, product packaging, exhibition design, slide presentations and visual brand management. I'm committed to increasing brand awareness to deliver profitable revenue growth.

EXPERIENCE

2010 – 2015

Marketing & Visual Communications Manager, [AT Surgical Company](#), Holyoke, MA

Progressively increasing responsibilities from contract graphic designer to Marketing & Visual Communications Manager of this B2B/B2C surgical supply company, selling via eCommerce & Mail/Telephone Order channels, growing profitable revenues by 34%.

Marketing Direction & Media Production

- Managed a small creative team in-house and outsourced vendors as needed to oversee development and implementation of a variety of visual communications projects & marketing campaigns, including print and digital advertising, email marketing, web design, product packaging, corporate branding and supporting business marketing collateral.
- Lead Visual Designer of all in-house graphic art, digital media & print collateral: product packaging, product tags & labels, flyers, industrial signage, product catalogs, booklets, letterhead, web banners, etc.
- Revamped & implemented strategies for websites, social media, e-newsletters, analytics tracking, performance monitoring, promotions, inventory systems, brand identity, and cyber security.

Web Design/Development & eCommerce Management

- Directed the re-design & development for a 250 product B2C eCommerce store website using a cost effective & user friendly custom solution. Resulted in streamlined inventory management, new lead generation & projected increase of doubled online revenue for 2015.
- Increased website sessions by 138.86%, new and returning users by 148.2%, pageviews by 62.85% and website sales by 53% in 2013-2015 compared to 2011-2013.

2009 – Present

Founder & Creative Director, [Castle Concepts & Design](#), Easthampton, MA

Launched a creative services agency providing graphic design, print & web digital media production & marketing strategy consultation to small & medium size companies. Castle Concepts & Design produces work in a variety of Print & Digital mediums to promote brands, leverage business networks, drive sales, & increase publicity.

Services include: graphic design and production of print collateral, advertising packages, product packaging, merchandise, logo illustration, corporate branding, video editing, social media network management, email campaigns, blog content planning, copywriting, web design & development, maintenance of online channels including eCommerce and online shopping marketplaces.

Recent clients:

- Feb. '14 - Sep '15 | Web Design, Development & Maintenance, [Wellness House](#), Northampton, MA
- Jan '15 | Graphic Design: [PR/Event Flyer](#), Oakland Emiliano Zapata Street Academy, Oakland, CA
- Dec '13 - Nov '14 | Web Design & Development, [Spyre Solutions](#), Toronto, ON
- Aug '14 | Graphic Design: [PR/Event Flyer](#), Smith School for Social Work, Northampton, MA
- Jul - Dec '13 | Branding, Web Design/Dev. & eCommerce Manager, [Rhino Totes Luggage](#), Holyoke, MA
- June - Sep '13 | Graphic Design: Web Infographics & Print Ads, [InFlight Integrations](#), Easthampton, MA
- Mar - Oct '13 | eCommerce Web Design & Dev, [GlobalCare International](#), Newton, MA

2011 - 2013

Level III Market Research Associate, ABT SRBI, Hadley, MA

April - Dec. 2011

Lead WordPress Web Design/Development, Avid Owl Marketing, Northampton, MA

Teamed up on contract with another marketing production firm in the area to roll out web development projects for clients across multiple industries, including [Your Boston Property](#) (Real Estate), [The A Plate](#) (Film/Entertainment), and [New Paris Press](#) (Digital News Publication).

Fall 2010

Sports Videographer, First Scout Productions, Eastern States/Boston, MA

Filed high definition video footage for DVD production of high school athletics tournaments for scout recruiters of college sports. Equipment: Sony Z5U HD camcorder.

January 2010 - November 2010

Digital Media Marketing Assistant, VISIBL, Easthampton, MA

Video production, digital asset management, social media campaigns, ZenCart, file conversions, shipping and communications, press releases, direct and email marketing, DVD authoring, Facebook Fan Pages, press kits for this Boston-based creative services agency. Primary accounts managed: Ecstatic Peace! Records & Tapes, Let Voters Decide.

May - August 2007

Junior Graphic Designer, Wendell Castle Collection, ICON Design LLC, LeRoy, NY

Digital Illustrations of custom furniture pieces, created brochures for the Elements & Possibilities and Black & White Collections, maintained website, compiled catalogs, performed market research on Top 100 interior design firms, assisted clientele, generated mailing lists for promotion.

May 2004 - March 2005

Digital Photography Archives Intern, George Eastman House International Museum of Photography & Film, Rochester, NY

Assisted in digital restoration and maintenance of these historical photography archives. Supported the head photographer in capturing daguerreotypes and archival prints, slide production, development of negatives, product photography and studio lighting. Archival activities included database management and image restoration for preservation and storage of historic images.

SKILLS

> Digital & Print Graphic Design Production: Adobe Creative Suite 6 (PhotoShop, InDesign, Illustrator, DreamWeaver, Flash, Acrobat)	> HTML/CSS > e-Commerce > Content Management Systems > WordPress, Joomla! CMS > Web Design/Dev. & Admin	> Google Apps: Google Drive, Google Docs, Google Sheets, Google Keynote, Google Calendar > E-Newsletter Campaigns: MailChimp, Constant Contact
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