



## CONTACT

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## ABOUT ME

I'm a roll-up-my-sleeves creative with management experience that has 20+ years of knowledge turning brands into movements. From retail shelves to social feeds, I lead design that sells and storytelling that sticks. Whether it's a full packaging overhaul or a 360° campaign launch, I bring energy, strategy, and execution to the table. I build teams, scale ideas, and never lose sight of the end customer. Think: branding with bite, visuals with value.

## CORE CREATIVE SKILLS

- ▶ Art Direction & Brand Storytelling
- ▶ Team Leadership & Mentorship
- ▶ Packaging Design (CPG)
- ▶ Integrated Campaigns (Digital + Print)
- ▶ Creative Strategy & Marketing Collateral
- ▶ Video, Motion, & Social Media Creative
- ▶ Vendor + Agency Management
- ▶ Production-Ready Design (Print/Digital)
- ▶ Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects, Dreamweaver)
- ▶ Project Tools: JIRA, Smartsheet, Office 365 (Mac & PC)
- ▶ UI/UX Design | WordPress | HTML/CSS
- ▶ AI Applications | ChatGPT | Lifestyle Photo | Recraft

## EXPERIENCE

**Arrow Fastener**, Saddlebrook, NJ  
**Creative Manager (Hybrid)** | Jan. 2018–Present

Led all creative direction across digital, print, packaging, and tradeshow experience for a nationally distributed tool brand. Built and managed a high-performing in-house creative team, owning brand evolution from concept to execution.

- ▶ Rebranded packaging across 100+ SKUs, improving shelf visibility and boosting retail sales
- ▶ Shifted to sustainable packaging, cutting material costs by 60% while meeting environmental goals
- ▶ Directed 360° campaigns from pitch to execution, including motion, video, social media, and product launches
- ▶ Introduced workflow tools (JIRA, SmartSheet) to streamline project delivery and improve team efficiency
- ▶ Designed trade show booths and visual experiences for national expos
- ▶ Developed assets including catalogs, promo kits, pitch decks, and web ads that supported cross-functional marketing teams

**Arrow Fastener**, Saddlebrook, NJ

**Lead Graphic Designer (Contract)** | April 2015–Jan. 2018

- ▶ Designed packaging, print collateral, and digital assets aligned with both B2B and retail initiatives
- ▶ Partnered with product, sales, and marketing teams to create compelling customer-facing materials
- ▶ Oversaw print production and file prep to ensure quality control and brand consistency

**RNB Design**, Piscataway, NJ

**Graphic Designer with production skills** | Nov 2010–Nov 2013

- ▶ Designed integrated marketing campaigns for Fortune 500 clients (BASF, GE Healthcare, Ricoh)
- ▶ Created UI for microsites and corporate websites
- ▶ Managed mockups and production-ready files for national and global campaigns

**DyVERSE Marketing Group**, Orlando, FL

**Art Director / Co-Founder** | Aug 2007–May 2009

**Technetium Creative**, Maitland, FL

**Graphic Designer** | Nov. 06–Aug. 07

**Metropolis Advertising**, Orlando, FL

**Art Director** | Jul 2006–Nov 2006

**G&G Advertising**, Orlando, FL

**Sr. Designer** | May 04–March 06

## FREELANCE HIGHLIGHTS

**Beat Creative**, Ocoee, FL

**Graphic Designer (Remote)** | July 14–Nov 15

**Dennis Mosner Photography**, Union City, NJ

**Graphic Designer** | Sept. 14

**Trajectory**, Morristown, NJ

**Graphic Designer** | June 14–July 14

**Axiom Communications**, Secaucus, NJ

**Graphic Designer** | June 14

## EDUCATION

▶ AAS, Commercial Art, **Florida Metropolitan University**

▶ XHTML & CSS, Continuing Education, **Valencia Enterprises**

## RECOGNITION

- ▶ Create Magazine National Designer Spotlight, July 07
- ▶ Create Magazine Regional Designer Spotlight, Sept. 07
- ▶ Packaging and branding featured in retail displays (Lowe's, Home Depot, Walmart)