



Work Experience:

HarperCollins Publishers, Lifetime Brands & EGC Group

New York and Long Island, NY 1/2007 - Present

Freelance Graphic Artist

- Create print & web ads, postcards and catalogs for the ad/promo department of HarperCollins Publishers.
- Create signage, banners and graphics for in-house showroom of products created and licensed by Lifetime Brands as well as for the Lifetime Brands booth at the Housewares Show in Chicago.
- Create packaging, brochures and ads for products created and licensed by Lifetime Brands.
- Create ads, posters, brochures, direct mail pieces, invitations, menus and logos for clients of EGC Group.
- Client list for HarperCollins Publishers includes HarperOne, Avon, Morrow, Perennial, Rayo and Amistad.
- Client list for Lifetime Brands includes KitchenAid, Farberware, Cuisinart, Sabatier, Pfaltzgraff and Jello.
- Client list for EGC Group includes Sterling Optical, Brother Inc. and Bethpage Federal Credit Union.

Newsday

Melville, NY 2/2004 - 12/2006

Advertising & Promotion Senior Artist

- Responsible for weekly content ads for newspaper promotion; weekly ShopLocal covers that wrapped around free standing inserts distributed by direct mail and in-paper. Subscriber Advantage ads for weekly giveaways that helped retain current customers; and created 4 TV spots weekly for News12 and WB11 on promotion of daily Newsday content.
- Created ads, special sections, sell sheets, rate cards, polybags and posters for magazines & newspaper.
- Went on sales calls to better understand clients needs and wants as well as educate on the most beneficial way to reach their target market through advertising strategies in print media.
- Collected and took photographs for advertisements.
- Accolades included Best On Long Island gold and bronze awards for print, tv and internet ads: 2005, 2006 & 2007.
- Client list included Newsday, Distinction Magazine, Weddings of Distinction Magazine, Parents & Children Magazine, Island Publications, Paramount Pictures, Universal Pictures and Columbia Records.

Orlando Sentinel Communications

Orlando, FL 1/2001 - 2/2004

Graphic Designer for Retail, Restaurant and Entertainment team in Advertising

- Provided creative ads, campaigns, proposals, presentations, and flyers for the restaurant/entertainment cross-functional team of seven.
- Accolades included Employee of the Month: Period 7, 2003; Ad of the Month: Period 2, 2003; Team of the Month: Period 10, 2002; Employee of the Month: Period 9, 2001.
- Client list included Orlando Sentinel, Disney, Universal Studios, Busch Gardens, SeaWorld, Arnold Palmer's Bay Hill Golf Club and Arnold Palmer Hospital for Children.

Education:

Bachelor of Fine Arts in Graphic Design; University of Florida, Gainesville, December 2000.

Orlando Sentinel Courses: Fireworks and Dreamweaver 4.

School of Visual Arts, Continuing Education Class, August 2006: Dreamweaver 8.

Suffolk Community College, Continuing Education Class, November 2007: Flash CS3

Skills:

Proficiency in the following programs: Adobe Photoshop, Adobe Illustrator, Quark XPress, Adobe InDesign, Avid Newscutter FX and MS Office Suite.

Working knowledge in the following areas: Process & spot color application, Scanning & retouching photos, Archiving ads & photos, Converting of files to a PDF for final output, Outputting of negatives, Magazine/newsprint knowledge, Web design, Web ads and Creation of TV commercials.