

Creative/Art Director

Award-winning creative designer and illustrator with 20+ years' experience creating compelling traditional and digital content and leading initiatives with small businesses to Fortune 500 clients.

History of success conceiving and implementing diverse revenue-generating design projects across numerous industries. Skilled in running promotional campaigns from conception to launch within time and budget constraints. Exceptional interpersonal abilities, able to liaise with clients and translate their interests into viable marketing strategies. Quickly adapt to new technology and management processes.

Areas of Emphasis:

- Brand Development / Compliance
- Visionary Graphic Design
- Web Usability Best Practices / UX
- Client Relations & Retention
- Marketing Strategies
- Cost Control / Budget Administration
- Digital / Print Production
- Design Modification
- Infographics / Photography
- Staff, Vendor, and Public Relations

Professional Experience

Resulta - Halifax NS

Art Director, 1/2021 to 2/2022

Contracted as Art Director to participate and provide guidance for creative initiatives across multiple Resulta business units.

Develop and execute creative concepts, including promotional campaigns and video segments, to promote an internal group of business units that span numerous website properties.

Selected Achievements:

- Creation and Development of branding guidelines for flagship properties Bloom&Oil and CBDNerds
- Intense collaboration on the rebranding and relaunch of OddsShark
- Creation of a visual campaign strategy and template system for Prediction Machine

Invest in Canada – Ottawa, ON

Creative Director, 1/2019 to 6/2020

Contracted to oversee brand compliance with partners in support of conferences and other events around the world for Government of Canada organization.

Develop and execute creative concepts to promote and attract foreign direct investment into Canada through global events such as the Paris Air Show, the Milken in Beverly Hills, and Toronto's Collision tech conference. Oversee brand development and creative production of marketing materials, including copy and layout, design cross-channel creative assets to maximize exposure, review all production materials and projects, and manage strategic creative functions.

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Selected Achievements:

- Conceived, designed, and led execution of the Canadian Pavilion at Collision 2019, engaging 15 key delegates and over 1,500 attendees from 13 countries, earning praise from industry leaders such as Cushman Wakefield, EY, KPMG, and Thomson Reuters, and achieving social media engagement from such individuals as the Canadian Prime Minister, Justin Trudeau and Innovation, Science and Industry Minister, Navdeep Bains.
- Developed new promotional material to significantly extend brand outreach and drive foreign investment.

Canada Council for the Arts – Ottawa, ON Art Director, 7/2018 to 9/2018

Contracted to produce promotional materials for various events and exhibits.

Led Web and Brand teams to create brochures, digital content, multimedia presentations, and infographics for four major conventions and exhibitions: the 2018 Governor General's Literary Awards, Summit of the Americas, Frankfurt 2020, and World Music Expo (WOMEX). Directed planning and production of in-house promotional video for educating Governor General's Literary Award jury members. Presented creative design strategy to various groups and fostered consensus across all stakeholders.

Selected Achievements:

- Assumed ownership of idle projects left by outgoing art director, delivering completed materials within strict deadlines.
- Recognized for consistent delivery of quality results developed through constructive cross-organizational collaboration.

Symphony Talent (Hodes LLC) – New York, NY Art Director / Creative Director, 2/2004 to 12/2017

Led brand strategy and creative design for world leader in recruitment communications and staffing solutions with offices in US, UK, and India.

Directed creative strategy and operations in collaboration with region leadership based out of NYC. Budgeted and scheduled projects, including photography and video, for key accounts, including Fortune 500 companies such as American Express, Ford Motor Company, AstraZeneca, ADP, The Home Depot, EcoLab, Fiat Chrysler Automobiles, and BP America, as well as for valued stakeholders such as the RCMP. Led a team of 4 designers and 3 copywriters.

Selected Achievements:

- Devised and executed award-winning global recruitment website and marketing campaign which retained previously discontented flagship client critical to company's bottom line.
- Developed and maintained strategic contacts among Fortune 500 companies to expand elite client list.

Additional experience as Creative and Art Director with several industry-leading companies between 1996 and 2003.

Technical Proficiency

Environments: Mac OS X, Windows 7/10; MagicInfo Video Server LFD

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, Audition, Acrobat Pro, XD), Final Cut Pro, InVision, SharePoint, Microsoft Office Suite.