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ABOUT

I'm a passionate Creative Director with over 10 years as Creative Director and over 20 in hands-on design across multiple industries. Integrating proven marketing techniques with learned customer behaviors generates results that exceed expectations.

I am energized by crafting tailored messaging for target audiences, designing the customer journey, and directing all creative deliverables for print and digital media. I actively engage with clients, assess their needs, and present ideas that align with their goals – and the bottom line. I have a strong background in branding, UX design, and social impact, and I excel at inspiring clients, selling strategies and upselling relevant deliverables. What can I say – this girl loves the pitch!

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EXPERIENCE

**EXL | Creative Director z**

**August 2015 – December 2023 | Lambertville, NJ & New York, NY**

- Engage with clients, assess needs, and design the customer journey which informs consumer response
- Integrate proven direct marketing techniques and data-driven insights into campaigns on behalf of Fortune 500 and 100 clientele
- Direct designers, copywriters, media planners, and web developers in daily efforts. Cross-promote and upsell ideas to clients by highlighting the intrinsic value for additional services
- Accountable for \$342M in billings comprised of both print and digital advertising
- Created a new brand from scratch acquired as an upsell from an existing client Credited with adding significant revenue and commended for saving our biggest client relationship

**The Laurel Group | Senior Art Director**

**February 2014 - August 2015 | Hamilton, NJ**

- Offered exceptional service to clients as part of a full-service branding agency that specialized in advertising, display design, POP, and FSO for highly-regarded brands in the personal goods and pharmaceutical sectors
- Engaged with brands including Johnson & Johnson (Listerine, Aveeno, Neutrogena, Band-Aid), healthcare companies such as Ortho Clinical Diagnostics, and pharmaceutical start-ups like AgNovos
- Generated and delivered comprehensive pitch presentations to secure new business or receive approvals from current clientele
- Reviewed existing brand guidelines and redesigned websites, digital marketing campaigns, and print collaterals
- Shepherded each project from inception to completion while achieving all deliverables and remaining on budget
- Created exceptional print and packaging design for 9 top brands under the J&J banner





**Fitness & Wellness Professional Services | Marketing Director**

August 2012 - February 2014 | Hamilton, NJ

- Delivered exemplary leadership crafting marketing campaigns on behalf of hospital-affiliated health centers. Locations included Robert Wood Johnson Fitness & Wellness, Princeton Fitness & Wellness, and HackensackUMC Fitness & Wellness Powered by the New York Giants
- Developed campaigns incorporating around the “whole health” of each member which served as the organizational vision
- Generated the marketing budget, allocated resources, and tracked expenditures
- Facilitated nine mergers with outside clubs, external partnerships, and organizations including the National Football League (NFL)
- Created tailored marketing plans and budgets for each individual locatio

**JCG New Media, LLC | Creative Manager**

July 2006 - July 2012 | Fort Washington, PA

- Directed design, copywriting, and user experience for online marketing strategies on behalf of a diverse portfolio of insurance clients
- Defined objectives, assigned tasks, and motivated teams comprised of designers, copywriters, and developers to achieve deliverables
- Leveraged digital media to expand markets, while lowering acquisition costs and strengthening customer relationships
- Offered comprehensive client pitches and secured new business. Partnered with renowned carriers including Prudential, Mutual of Omaha, AIG, Wellmark, and Blue Cross/Blue Shield to craft online marketing initiatives with a focus on profitability

**Newtown Athletic Club | Marketing Director**

January 2003 - July 2006 | Newtown, PA

- Oversee all marketing efforts for industry-leading fitness club, including a waterpark, restaurant, night club, community center, children's training center, and more
- Create charitable programs to support government initiatives for health and wellness education, and coordinate giving of over \$1M annually to health and wellness charities.
- Design and execute all creative efforts including website design, direct mail, email campaigns, digital marketing, and social media
- Create and manage revenue-producing Community Partner advertising program within the fitness campus and beyond

## INTERNSHIPS

Communiqué Design and Marketing  
Print Advertising Intern  
January 2002 - May 2002  
Ithaca, NY

National Broadcasting Company  
Print Advertising Intern  
August 2001 - December 2001  
Los Angeles, CA

## EDUCATION



Ithaca College | Ithaca, NY | 1998 - 2002  
Class of 2002, Cum Laude

- Bachelor of Science, Communications
- Concentration Advertising & Public Relations
- Minor: Creative Writing
- Minor: Vocal Performance

## ACCOLADES



- EXL Rising Star Award, Design and Business Development, 2022
- SJ Biz Magazine, Reader's Choice Awards, Best Graphic Design, 2012
- Joint Downtown Newtown Corporation, Pride of Newtown Award Excellence in Tourism Marketing, 2005 & 2006
- First Night International Prism Award: First Place Button Design, Honorable Mention, Poster Design, 2005

## FUN

- I'm a classically trained opera singer, who prefers jazz, and I grab any chance I can perform with a band or in a cabaret. I also do solo gigs in the area and sit in with musician friends when I travel
- I'm a science girl, and am the Marketing Chair for SPLASH CLASSROOM, whose mission is to educate youth about the environment and importance of the watershed utilizing classes on the river to increase engagement and retention. We also encourage general STEAM science appreciation

