



## MARKETING & DESIGN EXPERIENCE

**Cushman & Wakefield San Diego:** San Diego, CA  
Senior Graphic Designer  
**July 2014 - Present**

Conceptualize, design and execute projects and property marketing campaigns for Cushman & Wakefield of San Diego, including: video, print, photography, multimedia & web graphics.

**Video campaigns include projects of both local and national reach:** business development, high level property marketing, client testimonials, internal company assignments, event videography, property tours, teaser videos, animated infographics and motion graphics.

**Print and web graphics include:** presentation books, offering memorandums, RFFs & RFPs, property brochures, e-blasts, newsletters, flyers, direct mailers, site plan and stacking plan illustrations.

Work closely with marketing manager, fellow designers and brokers to brainstorm ideas, ensure smooth process workflow and deliver marketing collateral within both deadline and budget.

Develop innovative ideas and concepts. Evaluate and recommend new procedures and processes; especially relating to video and photo workflow.

Maintain cohesive visual identity by adhering to all branding standards.

**Center City Slam, LLC**  
Marketing & Design Lead  
**February 2013 - Present**

Responsible for ideation and creation of all: marketing, graphics, social media, merchandise, video and photography work for Center City Slam. Center City Slam is a unique indoor rowing race that takes place annually, in Philadelphia PA.

- Work with Events Committee to create marketing plan for annual event.
- Work with Events Coordinator and outside vendors to create annual merchandise for event.
- Communicate with University professors to find photo / design volunteers for on-site design / photo work.
- Guide design and photo interns on best practices for event photography and on-site photo sales.
- Update website and social media outlets.

**Freelance Work**  
Marketing & Design Project Consultant  
**March 2011 - Present**

Provide a variety of marketing and design services including: aerial & ground photography, motion graphics, videography, art direction and print and web design for clients. Freelance design work completed for various local / remote clients & companies.

**Clientele includes:** real estate, law firms, medical industry, non-profits, hospitality, and personal.



**Project range:** property marketing videos, video editing, animation, motion graphics, property photography, aerial property photography and videography, client testimonials, small scale environmental design: indoor type compositions, outdoor signage; print & web advertisements, email marketing, branding & identity, event photography, merchandise & event signage.

**Carlino's Specialty Foods: Ardmore, PA**  
Marketing & Design Lead • E-Commerce Specialist  
**October 2011 - July 2014**

Conceptualize, design and execute projects and marketing campaigns for Carlino's Specialty Foods including: print, advertising, packaging, web design & e-commerce.

**Introduce email marketing campaigns: design email blasts and monthly newsletters.**

- 33% average open rate with a 3.1% average click rate.

**Create fresh web graphics and enhance user experience on e-commerce website.**

- Increase in average user time spent on site (:30 seconds to 1:30 seconds).
- Rise in conversion rate of 1.5%. { 2013 -\$42,000 annual gross sales for e-commerce }.
- Track e-commerce business trends and research / identify new e-commerce growth.
- Research & develop e-commerce promotional and marketing plans.
- Manage orders and inventory for e-commerce orders.

**Design and print** event, promotional & in-store signage, in-house and out of house job packaging, press ready ads for local newspapers and magazines, seasonal and regular menus for store and catering department, self mailers, trip brochures and informational handouts.

- Prep files for print and communicate with printers and vendors about jobs / products.
- Manage and keep social media platform looks consistent.
- Collaborate with photographer on various product, menu and advertising shots.
- Train design and marketing interns and ensure brand consistency for all intern projects.
- Manage design, photos, and text for wordpress and typepad blogs.

**Member Solutions: Jenkintown, PA**  
Marketing & Design Specialist  
**March 2011 - September 2011**

- Execution of major marketing campaigns for Las Vegas based Martial Arts Supershow.
- Submit web content to facebook, twitter, hubspot and main website on a daily basis.
- Implement flash image slider on website to direct web traffic to specific departments. • Assemble marketing materials for regional trade shows and events. • Compile monthly web marketing analysis reports via Hubspot.
- Bi-weekly newsletter production.



## EDUCATION

**Drexel University: Philadelphia, PA**  
**BS, Graphic Design**

## DESIGN SKILLS

- **Technology**
  - **Adobe:** Premiere Pro, After Effects, Media Encoder, Audition, Indesign, Illustrator, Photoshop, Lightroom, Dreamweaver, Bridge
  - **Office:** PowerPoint, Word, Excel
  - **Apple iWork:** Keynote, iMovie
  - **Other:** Constant Contact, MarketVolt, RCM, Matterport 3D Space Scanning, Fetch, Google Drive, Onehub, Thirdlight, Trello
  - **Camera Equipment:** Sony A6500, DJI Mavic Pro
- **Capabilities**
  - Videography, Motion Graphics, Photography, Color Grading, Storyboarding
  - Brochure & Publication Design, Production, E-blasts, Web Graphics, Poster & Signage, Logo Design & Identity, Packaging Design, Advertising
  - Pitching & Presentation, Copywriting, Campaign Conception
  - Knowledgeable in HTML, CSS, Actionscript & CMS

## HONORS, AFFILIATIONS & ACTIVITIES

### PECO Crown Lights

- **“Color Philadelphia”** | Best of Art In The Air Award, December 2011
  - Designed a motion graphics piece depicting city life using iconic elements of Philadelphia. Piece was selected as a winner and displayed to the city via PECO’s Crown Lights LED lighting system and broadcast for several months.
- **Life Rolls On**
  - Supporter | Volunteer | 2013 - Present  
Non-Profit support group for young people who have suffered from Spinal Cord Injuries. Life Rolls On utilizes action sports to push the boundary of possibility for those with Spinal Cord Injuries.
- **MS: City to Shore Ride**
  - Volunteer, Riding Participant | 2011 - 2014  
Raise funds for MS research by participating in annual 100 mile bike ride from Philadelphia PA - Ocean City NJ..
- **Drexel University Men’s Varsity Rowing Team**
  - Co-Captain, Rower | Division I Athlete | 2008 - 2012
- **Back On My Feet**
  - Volunteer, Team Participant | 2008 - 2010  
Back on My Feet, a national organization operating in 12 major cities coast to coast, combats homelessness through the power of running, community support and essential employment and housing resources.

**Extremely active. Avid surfer, hiker, rower & runner. Great love for nature & the outdoors.**