



Dynamic, highly motivated individual with graphic design (print and web), management, sales, and freelance experience. Well-organized, creative, team worker with proven abilities in tackling challenging assignments with creativity and self-initiative.

MAKESPARTIES.COM / SHERMAN SPECIALTY COMPANY Jericho, NY 2004-2007

Art Director

- Managed art department consisting of 5 artists
- Designed and produced all catalogs and print materials for six divisions
- Participated in press checks to ensure accuracy of all product color reproduction
- Coordinated photo shoots including scheduling and product handling
- Handled all aspects of producing printed and web related materials for marketing and corporate needs (Newsletters, Advertising, Catalogs, Direct Mail, etc.)
- Developed and presented concepts at corporate meetings to meet company marketing objectives
- Coordinated directly with CEO, COO and Internet Divisions of the company
- Arranged all project quotes with the direction of the Marketing Manager and CEO.

MAKESPARTIES.COM / SHERMAN SPECIALTY COMPANY Jericho, NY 1998-2004

Graphic Designer / Internet Manager

- Digitally photographed products and prepared images for catalogs, flyers and for internet presentation
- Responsible for creative integration for over 11,000 MakesParties.com affiliate websites
- Managed MakesParties.com "Personalized Imprint" division over the Internet
- Developed banner ads for MakesParties.com affiliates (See MakesPartiesBanners.com)
- Designed and created logos for affiliate sites
- Inserted information and maintained affiliate websites
- Interacted with affiliates to customize web site designs, vinyl banners and web card promotions
- Assisted in documentation of site specifications and design
- Developed and designed weekly electronic newsletters for retail and wholesale affiliates

LSE RECORDS / ULTRAPHONIC STUDIO / ULTRA LAB Hicksville, NY 1999-Present

Art Director (LSERecords.com)

- Managed graphic art department (LSErecords.com)
- Responsible for all CD and Cassette designs and manufacturing
- Created and designed all mass distribution promotional materials

BETTER LIVING NOW, INC. Hauppauge, NY 1995-1998

Art Director / Graphic Designer

- Established and developed graphic art department from inception
- Created and designed mass distribution promotional materials, business brochures, 4 & 2 color catalogs, package designs, store front sign, graphics and logos
- Assisted in the design of Better Living Now's e-commerce website
- Produced graphics, poster boards and other materials for trade shows and advertising
- Located new products and research new innovations via the Internet
- Configured, installed and managed graphic software and provided technical support

FREELANCE GRAPHIC DESIGNER (full time and part time contracts) 1994-Present

- Designed logos, brochures, flyers, direct mail and promotional materials for Corporate and Private Businesses and Fashion, Retail, Non-Profit and Design Industries
- LI/NY Metro Capital Forum, Hudson Ventures, Diabetes Resource Coalition for Suffolk County, CrackTheWhipPromotions, The Attention Deficit Workshop, HJMT COMMUNICATIONS. LLC, Taco Time, Meadows Auto Parts, Graff- X, City Lights Bar and Restaurant, Cousins Fish Market, The Lighter Side café The Diabetes Disease Management Center, Datalink Internet, Chartwells, Flik, Infusions

EDUCATION

Farmingdale State B.A in Advertising Art and Design, The Center for Desktop Publishing, The Career Center, Wantagh High School, and Boces Institute of Technology

TECHNICAL PROFICIENCY (*Macintosh and Windows Operating Systems*)

Photoshop, Illustrator, InDesign, Acrobat, QuarkXPress, Dreamweaver, HomePage, Flash, HTML, FTP, CSS, Excel, Word, PowerPoint, Outlook, Publisher, FrontPage

References and Portfolio available on request.