

skills

Art Direction
Creative Strategy &
Concept Development
Project Management
& Work-flow Implementation
Marketing Strategy
Teaching & Curriculum
Development
Photography & Videography
Web Design & Animation
Social Media
Creative Writing &
Content Development
SEO & UX/UI
Multichannel Communication
& Client Relations
Budget Administration

software

InDesign
Photoshop
Illustrator
Adobe XD
After Effects
Premiere
Audition
Dreamweaver
Microsoft Office
Blender

awards/achievements

President's Club -
Phoenix Contact
International
Association of
Business
Communicators
(IABC)
National PR Week
Public Relations
Society of America
Radiology Business
Management
Association (RBMA)
Communication Arts
Graphic Design USA
Book jacket design
made top 50 on
Amazon.com
Global Brand Award

professional

affiliations/volunteer

Phoenix Contact - Wellness
and Digital Us Committee
Member
HACC - Digital Media
Program Advisor
AIGA Central PA -
Board Secretary
Theatre Harrisburg -
Marketing Co-Chair
Hershey Symphony -
Design Committee

education

MFA in Visual Arts – Marywood University
Bachelor of Science, Graphic Design, Dean's list – The Art Institute of Pittsburgh
Associate of Science, Graphic Design – The Art Institute of York

professional experience

Senior Visual Designer / Digital Media Coordinator

2007-present

Phoenix Contact, Middletown, Pa.

Support US product marketing, sales, distribution departments and other Phoenix Contact subsidiaries to promote the company and its products through traditional and digital integrated marketing communications.

- Lead comprehensive design and creative ideas for advertising concepts, video, photography, illustration, digital and social media
- Modernize design of corporate marketing collateral, digital media, environmental graphics, packaging, and displays
- Produce customer application videos for national and global business units (scriptwriting, producing, directing, and post-production)
- Manage budgeted allowance for equipment, materials, and vendors
- Committee member for Digital Us and Wellness program initiatives
- Committed to positive communication and collaboration with internal and external audiences to produce the best possible result
- Awarded President's Club in 2016

Virtual and In-Class Adjunct Professor

Grand Canyon University Online, Phoenix, Ariz.

2018-present

Harrisburg Area Community College (HACC), Harrisburg, Pa.

2015-present

Virtual and in-class instruction for website design/layout, design thinking, advertising, digital media, and HACC's Web Capstone program.

- Curriculum development and course building using Brightspace (Desire2Learn) and LoudCloud.
- Develop and implement effective teaching strategies and technologies into lessons to appeal to a wide variety of student skill levels and learning styles
- 100% positive reviews on www.ratemyprofessors.com

Senior Graphic Designer - Marketing Works, York, Pa.

2003-2007

Responsible for conception, creative direction, project coordination, headline and copywriting support.

- Managed design projects for regional and national accounts
- Art direction in fast-paced, deadline-driven advertising agency

Adjunct Professor - The Art Institute of York, Pa.

2002-2003

- Taught several classes in website design, HTML, Photoshop, Illustrator, Dreamweaver
- Enhanced course material with guest speakers, Skype interviews, print shop visits, design research and software demonstrations using the latest technologies

Art Director – Sacunas & Saline, Harrisburg, Pa.

1998-2002

- Redesigned and launched branded packaging and creative image campaigns
- Orchestrated photography and traditional media production with vendors

Print and Website Designer - Interactive Core, York, Pa.

1999-2000

- Developed interactive and print solutions for national and regional clients
- Client collaboration developing maps, user interface, and optimized user experience