



## PROFESSIONAL EXPERIENCE

Benson Integrated Marketing Solutions (BALL GROUND, GA)

*Senior Art Director: 2010 - Current*

- Concept and design complete marketing collateral rebrands for over a dozen clients
- Develop and design seasonal marketing campaigns
- Art direct client custom design projects
- Lead and manage internal company branding
- Concept, design and write client proposals
- Develop and lead department education classes and information sessions
- Lead and manage Impact, Benson's employee morale committee
- Concept and design promotional and marketing materials including: brochures, advertising campaigns, direct mail, event invitations and graphics, logos, environmental graphics, billboards, web sites and HTML emails, and websites
- Maintain brand consistency for local and national clients
- Design quality products in high pressure situations and tight deadlines
- Consult with clients on a project-by-project basis

*Art Director: 2006 - 2010*

- Concept and design promotional and marketing materials including: brochures, advertising campaigns, direct mail, event invitations and graphics, logos, environmental graphics, billboards, web sites and HTML emails, and websites
- Maintain brand consistency for local and national clients
- Design quality products in high pressure situations and tight deadlines
- Consult with clients on a project-by-project basis

Freelance (WOODSTOCK, GA)

*Art Director / Graphic Designer: 2004 - Current*

Freelance Clients:

- JRM Management: Logo and collateral design for numerous local fairs and festivals
- North Georgia State Fair: Design entire marketing effort including print ads, online ads, brochure, poster
- The AdFish Group: Design online and print marketing for small businesses and events in Hilton Head Island
- Fun-Fare: Design print ads
- Stonewall Bar Association: Design annual awards invite and program
- Parallax Digital: Design custom environmental graphics - City of Roswell, Home Depot, Evans Oil Company
- Kitchens New Cleghorn: Design print and online event invitations
- Circadia Medical: Logo update, design print marketing collateral
- 3i: Design for print ads, brochure and online brochure for retirement village in New South Wales, Australia
- NCI: Online video library interface design
- Shimon Presents: Design monthly online ads and print posters for musical acts schedule
- Astral Brands: Print marketing for cosmetics and magazine spreads for *New You*

Pro Bono Freelance Clients:

- New York Coalition for Healthy School Food (NYCHSF): Full website design, logo redesign, print and online marketing collateral design, special events and fundraiser marketing, annual fall gala invitation/ RSVP design, newsletter design, all additional support graphics
- GO campaign: Design invitation/ RSVP, program, menu, table graphics and presentation graphics for annual GO GO Gala fundraiser; provide support graphics for various projects and events

That's My Baby / Celebre (KENNESAW, GA)

*2005 - 2006, Part-time Graphic Designer, 2004 - 2005, Full-time Graphic Designer*

- Design corporate graphics and maintain brand identity
- Manage production and vendor relationships



## PROFESSIONAL EXPERIENCE (cont.)

Mopdog Advertising + Design (KENNESAW, GA)

2005 - 2006, Full-time Designer, 2005, Part-time Designer

- Concept and design various marketing materials for print and web across a diversified portfolio of clients including Centex Homes, Beazer Homes, The Four Seasons
- Participate in brainstorming sessions with art directors and creative director

Degy Entertainment (NORCROSS, GA)

September 2003 - December 2003, Marketing Intern

- Draft contracts between performing artists/band management and venues
- Prepare and submit riders
- Write press release for print and online media
- Answer phones and respond to clients

March of Dimes (ATLANTA, GA)

February 2003 - May 2003, Communications Intern

- Concept and design marketing campaign to promote new program
- Design library/education space in Atlanta office

## EDUCATION

Bachelor of Fine Arts, Advertising Design

Atlanta College of Art (now SCAD Atlanta) (ATLANTA, GA)

- Graduation Date: May 15, 2004
- 3.73 GPA
- Magna Cum Laude

Awards and Honors

- Georgia HOPE Scholarship, 2000 - 2004 (performance based)
- Atlanta College of Art Merit Scholarship, 2001 - 2004 (portfolio based)
- Presidential Scholarship, 2001-2004 (performance based)
- Sue Rokfalusi Scholarship Fund, 2003 - 2004 (portfolio and performance based)
- Allcott Award / Trip, 2003 (portfolio and performance based)

## CONTINUING EDUCATION

- Milton Glaser Summer Workshop, 2010, School of Visual Arts (NEW YORK, NY)
- Strategic Thinking, 2011, SkillPath Seminars (ATLANTA, GA)
- Managing Multiple Projects, Objectives and Deadlines, 2011, SkillPath Seminars (ATLANTA, GA)
- Marketing Online with Facebook, Twitter and LinkedIn, 2011, PIAG (SMYRNA, GA)
- Flash CS4 Professional, 2009, echoEleven (ATLANTA, GA)

## COMPUTER SKILLS

Hardware

- Dual Platform, MAC and PC

Software

- Adobe Creative Suite 5 Design Premium
- Microsoft Office 2010
- QuarkXPress
- Font Management Software
- Heidelberg Prinect Cockpit



## PROFESSIONAL AWARDS

2011 MarCom Award (PLATINUM)

- Brochure Design, A Brighter View Recruiting Brochure, MAA

2011 Hermes Creative Award (PLATINUM)

- Brochure Design, METROPOLITAN, Colonial Properties Trust

2011 Hermes Creative Award (GOLD)

- Pro Bono CD Design, New York Coalition for Healthy School Food

2011 MarCom Award (GOLD)

- Trade Show Design, AIM 2011: Reveal, Joshua Tree Internet Media

2011 MarCom Award (GOLD)

- Capabilities Brochure Design, Benson Integrated Marketing Solutions

2011 MarCom Award (HONORABLE MENTION)

- Logo Design, Redefining Green, Greystar

2010 Recognition in participation as Graphic Designer on the GRAMMY® Award-nominated recording, *Healthy Food for Thought: Good Enough to Eat* (various artists) in the category Best Spoken Word Album for Children, 53rd GRAMMY® Award Year 2010

2010 Hermes Creative Award (PLATINUM)

- Integrated Marketing Campaign, Regents Park, Colonial Properties Trust

2010 Hermes Creative Award (PLATINUM)

- Brochure Design, Village at Northlake, Riverstone Residential Group

2010 The Communicator Award (AWARD OF EXCELLENCE)

- Poster Design, Supporting Healthy Habits, NYCHSF

2010 Communitas Award (EXCELLENCE IN COMMUNITY SERVICE)

- Individual Pro Bono: Art Director, NYCHSF

2009 Fall Benefit (GUEST OF HONOR)

- New York Coalition for Healthy School Food, Peter Max Art Studio

2009 Hermes Creative Award (PLATINUM)

- Brochure Design, Trump Place, Equity Residential

2009 Hermes Creative Award (GOLD)

- Brochure Design, Somerly & Sorelle Apartment Homes, Lane Company

2009 Hermes Creative Award (GOLD)

- Pro Bono, Identity Design, NYCHSF

2008 PMA Marketing & Advertising Excellence Award, Single Property Campaign (HONORABLE MENTION)

- Mosaic at Metro Apartments, Equity Residential

2008 NAHB Multifamily Pillars of the Industry Award (FINALIST)

- Best Overall Leasing Campaign for a Rental Apartment Community 17 Street Lofts, Lane Company