

education

EMERSON COLLEGE, Boston, MA

Sept. 2008*Master of Arts, Global Marketing Communication and Advertising*

KEENE STATE COLLEGE, Keene, NH

May 2005*Bachelor of Science, Graphic Design, minor in Art***work experience**

NITRO GROUP USA, New York, NY

Summer 2008*MARS Business Growth Intern*

Responsible for compiling reports, research, presentations, and case studies, as well as assisting in investigative aspects of assignments related to all forms of communication and advertising. Assisted in developing contact reports and other administration requirements (i.e. budgets, status reports, scheduling, and documentation). Contributed on all aspects of project management, implementation, and coordination necessary to communications delivery (i.e. Advertising (TV, Print, Radio), Emerging Media and Innovation).

- Assisted on the completion of the 2008 MARS Dove® print and causal marketing campaign.
- Wrote decks and presented materials on new business opportunities for the Dove® brand, specifically, elevating positioning and consumer perceptions to premium levels, and developing product offerings for gifting occasions.
- Provided support on the finalization of the 2008 MARS Twix® television and online marketing efforts.

NOVA BIOMEDICAL CORPORATION, Waltham, MA

Jun. 2003 – Aug. 2007*Web Master/Graphic Designer*

Responsibilities included weekly updates to online recruitment and announcement sections. Handled the creation of unique landing pages that corresponded to new product launches and other promotional events. Coordinated the design and back-end coding of online registration forms for seminars and symposiums offered by the company. Continuously maintained the website's search engine positioning using optimization techniques. Developed interactive user demonstrations and presentations that featured advancements in new technology or new product features. Designed trade show materials, product capability brochures, magazine and trade publication advertisements, and product and ancillary device packaging designs.

- Oversaw the translation of select portions of the corporate website into six different languages.
- Created layouts and designs for online user interface system for a new blood gas monitoring and testing equipment.
- Assisted in the collection of primary data from customers through online surveys.

RILEY AND COMPANY ADVERTISING, Middletown, CT

Apr. 1999 – May 2003*New Media Director*

Handled the concept design and production of print and web advertisements for a variety of clients. Developed websites, multimedia presentations, and interactive CD-ROMs for mass communication strategies. Created print and online corporate identity packages. Assisted in the design of B2B and B2C efforts, specifically direct mail, email, point-of-purchase, and trade show materials. Supervised photography shoots and audio-recording sessions using outsourced vendors.

- Worked with the Consulate General of Singapore to develop conference and trade show materials focusing on bringing divisions of California-based technology manufacturers overseas.
- Designed sports arena advertising for Griffin Hospital, a sponsor of the AHL Bridgeport Soundtigers.
- Coordinated the re-design and printing of new corporate collateral materials for IDG, including a die-cut folder, a 10 page fold-out brochure, and hundreds of global print and online publication files.
- Managed the internal networking systems including Intranet, databases, software upgrades, data storage, server maintenance, and printer services.

work experience (continued)

PHARMEDICA COMMUNICATIONS, INC., Killingworth, CT
Graphic Artist Assistant

Sept. 1998 – Mar. 1999

Assisted with brand strategy and development involving new pharmaceutical products. Created print, online, and multimedia materials including brochures, direct-mail communications, catalogs, posters, invitations, presentations, and additional advertising efforts.

- Designed community health awareness package for Amgen Business & Education Alliance.
- Coordinated the design and production of Zeneca Advisory Board conference materials.

NEW HAVEN ADVOCATE, New Haven, CT
Production Artist

Sept. 1997 – Sept. 1998

Handled the creation and execution of print advertisements for a weekly news and arts magazine, including the pre-press preparation of files coordinated between six offices and the printer. Converted select sections of the publication to HTML for online viewing on a weekly basis.

- Provided custom illustrations and caricatures for both cover and editorial layouts.
- Developed storyboards and created an introductory animation used in an online gaming promotion.

honors and awards

GRAPHIC DESIGN USA
American Graphic Design Award

Dec. 2006

2006 Boston Comedy Festival website design.

HEALTHCARE ADVERTISING AWARDS
Silver Winner

Dec. 2002

Griffin Hospital community direct mail advertising.

computer skills**DESKTOP PUBLISHING**

Adobe Acrobat, Adobe Illustrator, Adobe InDesign, Adobe PageMaker, Adobe Persuasion, Adobe Photoshop, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Multi-Ad Creator, Quark Xpress

INTERNET/MULTIMEDIA

ActionScript, Adobe Dreamweaver, Adobe Fireworks, Adobe Flash, BBEdit, Claris Homepage, Cascading Style Sheets, FileMaker Pro, Gifbuilder, HTML/DHTML, JavaScript, Macromedia Director, Perl, PHP/MySQL, Quicktime Pro, Search Engine Optimization