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## Summary

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Dynamic, results-driven Creative Director and Brand Champion driving change through solid management experience, award-winning creative, and strategic leadership.

## Achievements

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- Built brands and generated awareness for A&E, AT&T, BellSouth, Benjamin Moore, Coldwell Banker, DuPont, ETS, GE, Johnson & Johnson, McCormick, Multimedia Entertainment, Newsweek International, Novartis, Ortho Clinical Diagnostics, Roma Foods, Springmaid and more
- Held a senior role on the leadership team charged with standing up Ortho as a fully independent brand after their carve-out from Johnson & Johnson
- Revitalized the global ETS Brand and sub-brands, establishing new graphic standards, messaging hierarchy, endorsement branding strategies, training and support for global channel members
- Oversaw a budget of \$4MM, ending the fiscal year under budget with a variance of less than 5%
- Annually set departmental objectives and measures; conducted staff reviews; informed professional development plans for 30+ designers, writers, video specialists and project planners
- Contributed strategies for a successful campaign that has seen GRE convince over 1,000 top business schools to change behavior and accept GRE scores for admissions
- Continually create and/or direct creative professionals to generate award-winning work for direct response, branding, identity, promotions and advertising in all media
- Previously owned and managed a successful creative services business

## Education

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Bachelor of Arts in Graphic Design, Rutgers University, Newark, NJ

## Experience

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### **May 2016 - Present • Ortho Clinical Diagnostics, Raritan, NJ**

Serving as Director of Creative & Brand for Ortho Clinical Diagnostics, playing a senior role on the leadership team charged with standing up Ortho as a fully independent brand since the carve-out from Johnson & Johnson. As a leader in in-vitro diagnostics, Ortho is now thriving as a global brand, having steadily increased its NPS value, garnering an International Stevie Award for brand renovation and being voted one of the Economic Times Best Asian Healthcare Brands as we fulfill our purpose of improving and saving lives with diagnostics.

### **August 2005 - May 2016 • ETS, Princeton, NJ**

**May 2015** - As Director of Creative Services & Multimedia Initiatives, lead the team and drove strategy for integrating internal video production into the mix of in-house services used in supporting internal communications as well as building the ETS corporate brand and product brands.

**January 2008** - Director of Creative Services, reporting to the VP of Marketing and Public Affairs. Added responsibilities included managing a \$4MM budget; overseeing Project Planning; and serving as global brand liaison, assisting agencies in creating materials that are on-brand and trademark protected.

**December 2006** - Promoted to Director of Creative Services, overseeing a staff of thirty-five designers, writers, proofreaders and managers. Directed the creation of integrated campaigns, managing the corporate brand and sub-brands within each strategic business unit (K-12, higher education, global), mentoring staff, launching new products, coordinating strategy with Marketing and overseeing the implementation of all tactics (print, online, trade shows, direct marketing).

**August 2005** - Hired as Art Director for corporate and marketing communications departments within the leading global education solutions organization, overseeing a staff of six designers.



## Experience (continued)

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### **September 2001 - August 2005 • Splinter Group, LLC, Sayreville, NJ**

As Partner and Creative Director for the award-winning agency, lead new business generation, brand management and the creative development of print advertising, online marketing, direct marketing, collateral, corporate identity, promotions and new media. Clients included Benjamin Moore, Broadbeam Corp, Bronx-Lebanon Hospital Center, Comstar Interactive, DuPont, Maxim Group, Norkus Foodtown, Roma Foods, Spirits Unlimited and Star Micronics.

### **January 2001 - September 2001 • DVC Worldwide, Morristown, NJ**

Re-joined DVC as Interim Group Head on the AT&T PrePaid business, overseeing the client and the creative team of copywriters, art directors and desktop operators. Grew the core business of AT&T PrePaid Phone Cards while launching two new products at retail under the AT&T PrePaid umbrella (prepaid Internet and prepaid micropayment cards).

### **June 1999 - January 2001 • The Sawtooth Group, Woodbridge, NJ**

Senior Art Director for an award-winning advertising agency creating ads, direct mail, video, TV, collateral, identity and new media for BellSouth, Coldwell Banker, McCormick, Peterson's and StarCite.com. Oversaw staff and helped manage the client.

### **March 1998 - June 1999 • DVC Worldwide, Morristown, NJ**

Senior Art Director for Promo Magazine's agency of the year developing ads, direct mail, POP, collateral and new media on national promotions for AT&T PrePaid. Oversaw staff, managed the client, assisted Group Head in growing the AT&T PrePaid business, and managed work flow and department functions.

### **May 1997 - March 1998 • Grafica, Chester, NJ**

Senior Art Director for an accomplished advertising and direct agency. Heavy concept and design as well as supervision of other art directors on ads, direct mail, new media, new business proposals, identity, promotions and collateral for AT&T, Lucent Technologies, Energis Resources, Wheaton Science and Lawson Mardon Packaging.

### **October 1991 - May 1997 • Widmann & Co. / 2000 Group / Courtney & Co., New York, NY**

Cut my teeth as Art Director for iterations of an evolving agency. Developed concepts, supervised photo shoots/stock photography, designed and produced promotions, packaging, identity, new media, advertising and collateral for A&E Video, Brunschwig and Fils, Columbia School of Nursing, DuPont, Hunting World, Lipton, Multimedia Entertainment, Newsweek, Refron, Pizza Hut, Sithe Energies, Springmaid, Telemundo, Wilson and UJA.

## Honors/Awards

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Original work and articles published in the leading industry publications:

Print's Regional Design Annual Award

How's Best Self-Promotions Award

American Inhouse Design

Dale Carnegie Leadership  
Innovation Award

American Graphic Design Award

Step-by-Step Electronic Design

"Fresh Ideas in Photoshop"

"Best Holiday & Seasonal Promotions"

GDUSA: People to Watch

Creativity 27 Award

Publish Magazine

ASTRA Award

Hermes International Creative Award

Ortho Leadership Award for Increasing  
Ortho's Brand Consistency Worldwide

International Stevie Award for Ortho  
Brand Renovation