

## Work Experience

### Creative and Multimedia Manager

Robert Michael Communications, Inc | 2021 – 2025

- Lead the team in 2022 to have a record breaking year with 68 accredited CME activities and over 200 medical education activities and events for our clients resulting in the company's highest gross revenue year to date.
- Set in place new standard operating procedures for multimedia team resulting in 30% more efficiency in production work.
- Developed new marketing eblast campaigns that net a 25% higher open rate and lowered the amount of times people marked the emails as spam from previous.
- Took charge of creative team budgets that have not been updated in years prior to be more understanding of currently digital projects and video work.
- Check in with Project manager on proposals to factor in proper time given.
- Manage all print vendors to ensure quality and ease of communication.

### Multimedia Designer

UBC | 2021 – 2021

- Short term employment with major success in helping develop strong digital marketing campaigns for the sales team utilizing Salesforce to build out eblast campaigns for customizable landing pages.
- Innovating UI/UX with Ceros platform to great in-depth walk through for new technology program called Mosaic.

### Multimedia Designer & Marketing Analyst

HCL Technologies | 2019 – 2020

- Acquired from C3i Solutions in 2019.
- Helped with internal campaigns centered around acquisitions of companies, like IBM and Black and Decker to help better comfort employees in transition with HCL.
- Created new social media content to boost views and understanding of HCL Technology's push in Life Science and Healthcare, as well as cyber security.
- Helped with book collaboration design with New York Times.

### Multimedia Designer

C3i Solutions | 2014 – 2019

- Achieved the President's Award in 2017 for creating and leading the branding project from concept to finalization after changing names and becoming a globally recognized company.
- Created new in-house motion graphic commercials to promote a new AI customer service tool, MAX, which was used in marketing campaigns and on social media and trade show visuals, resulting in an early adoption of AI in 2018.

### Graphic Designer

Cross County Connection: TMA | 2012 – 2014

- Defined the branding of new local shuttle service in the Tinton Falls area of New Jersey, creating the logo, brochure guide with drop offs and times and the marketing campaign for the surrounding area. The bus service was a major success and still runs today providing senior citizens a great way to commute through town.

## Applications

### Adobe

Acrobat  
After Effects  
Dreamweaver  
Illustrator  
InDesign  
Photoshop  
Premiere  
XD

### Microsoft

Excel  
PowerBI  
PowerPoint  
Word

### Digital

Ceros  
Constant Contact  
Figma  
Hubspot  
Salesforce  
WordPress

### Social

FaceBook  
Hootsuite  
LinkedIn

## Skill Set

Animation  
Analytics  
Branding  
Budgets  
Communications  
CSS  
Data Visuals  
Delegation  
Documentation  
Design Layout  
HTML  
Illustration  
Infographics  
Layout  
Management  
Marketing  
Photography  
Presentations  
Print Process  
Typography  
Training  
UI/UX  
Video Editing

## **Production Manager**

**Review Publishing (Philadelphia Weekly) | 2010 – 2012**

- Creative team lead and manage layout of the weekly papers for Philadelphia Weekly, AC Weekly, and South Philly Review.
- Helped establish the yearly Philly Beer Week beer list, which was a magazine showcasing the bars and breweries in Philadelphia and surrounding area that were taking place in the week-long event that also showed events and a schedule. This brought great success in the early years of the event and helped get the word out both in print and online.

## **Assistant Director**

**Jewish Federation of Southern NJ | 2009 – 2010**

- Worked with the Director to establish events and their bi-weekly newspaper.

## **Graphic Designer**

**The Printers Place | 2007 – 2009**

- Managed client design projects and developing client relationships
- Worked with large clients like Metlife and surrounding bars in center city, Philadelphia.

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## Education

### **Bachelors in Graphic Design**

**Art Institute of Philadelphia, PA | 2004 – 2008**