

**PROFILE**

Award-winning Creative Director with extensive experience in magazine design and production, custom medical education materials, and sales/marketing support efforts. An effective team player and a proven leader skilled in cost and resource management.

**CAREER HISTORY**

June 2005 to Present

**Freelance Graphic Design and Art Direction for various clients.** List furnished upon request.

September 1991 to June 2005

**Advanstar Medical Economics;** Montvale, NJ (October 2003 to June 2005)

**Thomson Medical Economics;** Montvale, NJ (September 1991 to October 2003)

**Director, Creative Services**

- ▶ Direct the creative and graphic content of customized medical education, marketing, and sales support materials.
- ▶ Lead a creative team of design professionals and HTML content manager. Team responsible for billing over 7,500 project hours per year.
- ▶ Analyze project needs; estimate project hours and costs.
- ▶ Maintain departmental budget of \$350K+.
- ▶ Implemented DTP initiatives resulting in a 15%-20% reduction in production costs for projects.
- ▶ Developed project templates to standardize design and provide faster turn-around times.

**Art Director, Creative Services**

- ▶ Assigned projects; supervised designers and freelance artists.
- ▶ Maintained creative standards, project schedules and budgets.

**Associate Art Director, Desktop Promotions**

- ▶ Conceptualized/designed marketing materials and custom medical education materials.

September 1990 to September 1991

**Freelance graphic design for various clients.**

May 1990 to September 1990

**Real Estate Resources Corp.;** Tenafly, NJ

**Art Director, Marketing Department**

- ▶ Created an in-house design team that developed marketing materials.
- ▶ Team responsible for all phases of design, eliminating need for outside services.
- ▶ Worked closely with print service vendors to establish pricing and negotiate contracts.

January 1988 to May 1990

**Diagnostic/Retrieval Systems Inc.;** Oakland, NJ

**Communications Specialist, Marketing Department**

- ▶ Developed graphic presentations/proposals for sales and marketing.
- ▶ Implemented electronic publishing methods for projects, resulting in a 25% reduction in production costs.
- ▶ Managed design department's computers including LAN, troubleshooting, and upgrades.

**EDUCATION**

**Montclair State University;** Upper Montclair, NJ

Bachelor of Fine Arts; Concentration: Graphic Design

**Leadership Development Program,** Thomson University, December 1998, Boston, Massachusetts

**Web Design Certificate (DreamWeaver and Flash),** William Paterson University, January 2009

**SOFTWARE SKILLS and AWARDS**

- ▶ In-depth knowledge of Adobe Creative Suite, Quark Xpress, and Microsoft Office.
- ▶ 1992 Creativity Award for a direct mail series, Phases of a Woman's Life; 1993 Rx Club Award and Creativity Award for a campaign, Internal Medicine magazine, "The Insider" Series. 2005 American In-House Design Awards for newsletter design, Contemporary Pediatrics ADHD and Patient Care Therapeutics in Practice.

*Samples and portfolio available for review; references furnished upon request.*