



## CREATIVE DIRECTOR | STRATEGIC BRAND LEADER

Leading brands and driving change for growth through strategic leadership, creative vision, and brand elevation.

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Creative Brand Champion driving change through meaningful end-to-end brand experiences that move businesses forward. Strategic leader with demonstrated success in motivating and managing diverse teams including writers, coders, video producers, graphic designers, and project planners. Thought leader with expertise in agency management as well as in-house corporate settings; unique ability to utilize a range of skills in creative thinking and internal and external communications. Expert at helping cross-functional teams build meaningful brand experiences.

### Areas of Expertise

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Brand Leadership | Brand Strategy | Creative Excellence | Resource Management | Communication | Marketing | Branding | Creative Writing | Content Development | Budgeting | Problem-Solving | Business Sense | Leadership | Digital Marketing | Collaboration | Relationship Management | Agile | DEI for Leaders | Adult Mental Health First Aid USA

### Executive Competencies

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#### Brand Elevation

- Launched Ortho as an independent brand post carve-out from J&J, increasing Ortho's NPS score from 39 to 70 within the first three years and winning coveted brand renovation awards on our journey to IPO
- Accelerated agency brands including A&E, AT&T, BellSouth, Benjamin Moore, Broadbeam, Coldwell Banker, DuPont, Foodtown, J&J, Maxim Group, Mercedes-Benz, Multimedia Entertainment, Roma Foods and more

#### Creative Excellence

- Amplified creative vision of audience empathy to drive the development of messages, social media, digital experiences (websites, emails, motion graphics, and video), customer personas and journey-mapping, UX, and print; implemented process improvements; built and directed cross-functional teams; led global brand oversight, training, copywriting, and art direction while winning dozens of awards
- Mentored talented creative professionals to realize their full potential as effective creative leaders

#### Thought Leadership

- Directed high-performing communications teams to excel in marcom, corporate communications, internal and external communications, brand, creative, C-suite positioning, social media, presentations, and client relationships
- Fostered accessibility, customer experience, and brand building as a senior leader on websites; worked within an Agile methodology; assured 508 and WCAG AA standards compliance

### Professional Experience

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#### Saga Education, Remote | Director of Brand and Creative | April 2023 – Present

Created and led the center of excellence as Director of Brand and Creative; increased brand awareness with the award-winning "Change the Equation" campaign; positioned Saga as the nation's most trusted partner in high-impact tutoring:

- Drove and implemented a comprehensive creative vision and brand strategy (messaging, brand guidelines with new brand promise and pillars, editorial standards, brand training, brand ambassador campaign, and trademark strategy)
  - Doubled LinkedIn followers in under 2 years and raised Saga's search ranking from 78 to 9 for "high-impact tutoring"
  - Directed the team to create accessible materials including e-newsletters, emails, collateral, event support, grants communications, RFPs, web design, social media, video, motion graphics, marketing campaigns, podcasts, and a brand library with icons, photos, and templates for use in MS Office, Google, Canva, Adobe CC, and HubSpot
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#### Freelance | Creative Director and Brand Champion | January 2022 – April 2023

Provided strategic and tactical creative and brand support to agency clients including AstraZeneca, Anthony & Sylvan Pools, HARMAN, Natera, NPLA, Otsuka, Pfizer, Sunstate Equipment, and United Black Agenda.

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#### Ortho Clinical Diagnostics, Raritan, NJ | Director of Creative and Brand | May 2016 – December 2021

Created and led the global center of excellence as Director of Creative and Brand on our journey from launching Ortho as an independent brand post carve-out from J&J through going IPO:

- Empowered and guided global stakeholders to amplify the creative vision and brand strategy with a comprehensive suite of assets (messaging, templates, brand guidelines, editorial standards, and photo library)
- Consistently won prestigious industry awards including an International Stevie Award for brand renovation, Economic Times Best Asian Healthcare Brands Award, and an IABC Gold Quill Award

- Developed a cohesive product issues communication system, improved the customer experience, and built a better brand experience, which increased customer satisfaction and resulted in fewer calls for clarity of issues
- Created the “Why Accuracy Matters” campaign as a COVID-19 response that engaged audiences interactively through various conventional and digital communication media, which resulted in the Ortho campaign winning multiple industry competitions while outperforming most competitors

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### **ETS, Princeton, NJ | Director of Creative Services and Multimedia Initiatives | May 2015 – May 2016**

Promoted to Director of Creative Services and Multimedia Initiatives with increased responsibility; improved brand reputation and engagement by leading the team to create compelling video and motion graphics content for social media, websites, presentations, and events:

- Reshaped the global ETS brand and product brands vision, establishing brand guidelines, value propositions, and brand training for global channels to build better emotional connections with audiences; transformed the ETS brand from a house of brands to a branded house
- Promoted the value of qualified teachers through the PRAXIS “My Favorite Teacher” campaign, which increased brand affinity and prompted clients to seek an ETS alternative to Pearson’s GED — leading to the creation of ETS HiSET
- Increased ETS market share by convincing 1,000+ top business schools to change behavior and accept GRE for admissions; used marketing and creative strategies to take market share away from the competitor GMAT
- Shaved 5% off \$4MM budget while effectively resourcing staffing, professional development, training, conferences, vendors, supplies, and the overall marketing spend for product strategic business units
- Motivated teams to create award-winning work in nearly every medium for promotions, advertising, direct marketing, social media, video, print, digital marketing, B2B, and B2C

### **ETS, Princeton, NJ | Art Director/Director of Creative Services | August 2005 – May 2015**

Hired as Art Director, promoted to Director of Creative Services, driving creative and brand strategy:

- Directed agencies to create branded and trademark-protected work as the global brand champion
- Mentored and directed a staff of 35+ designers, writers, project planners, and proofreaders to create award-winning integrated campaigns in all media for the corporate brand, product brands, and the launch of new products

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### **Splinter Group, LLC, Sayreville, NJ | Partner and Creative Director | September 2001 – August 2005**

- Bolstered client roster through new business generation and drove brand strategy and creative vision for advertising, digital and direct marketing, collateral, corporate identity, promotions, and new media
- Attracted a prestigious client base that included Benjamin Moore, Broadbeam, Bronx Lebanon Hospital, DuPont, Comstar Interactive, Maxim Group, Norkus Foodtown, Refron, Roma Foods, Spirits Unlimited, and Star Micronics

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### **Additional Agency Experience, New York and New Jersey**

Creative Group Head, leading the creative team on the AT&T PrePaid account:

- Spearheaded the agency creative in supporting AT&T’s pitch that won the Walmart business
- Built brands for agency clients including A&E, Coldwell Banker, DuPont, J&J, Lipton, McCormick, and Refron

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### **Education and Certifications**

#### **Rutgers University, Newark, NJ | Bachelor of Arts in Graphic Design**

Certified in Agile Foundations | Six Sigma Foundations | CSS Essentials | Usability Testing | After Effects | Animate | UX Design | HTML Essentials | Adobe CC | Digital Marketing | Social Media | PowerPoint | InVision | Infographics | Scrum Basics | Responsive HTML Emails | Design Thinking Foundations | Marketing Communications | Customer Experience: Journey Mapping | DEI for Leaders | HubSpot | Adult Mental Health First Aid USA

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### **Technical Skills**

Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat) | MS Office (PowerPoint, Word) | Veeva Vault | SharePoint | HTML | CSS | Sketch | HubSpot | Google Docs | Workvivo | Monday.com | Canva

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### **Awards**

- International Stevie Award for Brand Renovation
- IABC Gold Quill Award
- *How’s Best Self-Promotions*
- American In-house Design Awards
- Dale Carnegie Leadership Innovation Award
- GDUSA: Digital Design Awards
- *Fresh Ideas in Photoshop*
- Print’s Regional Design Award
- GDUSA: People to Watch
- Creativity 27 Award
- Hermes International Creative Awards
- American Graphic Design Awards