



Experience

2014 - Present **Lecturer, Liberal Studies | SUNY Cobleskill | Cobleskill, NY**

Full time instructor in the Graphic Design Program. Courses include: Web Design, Web Design II, Web Design III, Web Animation, Digital Imaging, Typography & Layout, and Portfolio Prep & Presentation.

Rewrote all web design/development curriculum for the A.S. and B.S. Degrees to focus on the development of HTML/CSS/JavaScript/JQuery coding skills in combination with UI/UX Design & Development and visual design principles.

2008 - 2013 **Director of Development | Obit-Mag.com | Princeton, NJ**

Drafted and implemented a successful strategic plan to increase brand awareness through market research and analysis, SEO, and the formation of mutually-beneficial relationships with high profile content providers.

Implemented initiatives that exponentially increased traffic through demographic research, core audience identification, and community building strategies using social media platforms.

Formulated a monetization strategy that generated revenue through advertising and merchandise sales, and second-use licensing of content.

Received recognition for design and editorial excellence including Best Creative Non-Fiction Award and Applied Arts Award Annual in 2008 and a Webby™ Award for Best Writing and Best Magazine in 2009.

2004 - 2008 **Production Manager | Community Media, L.L.C. | New York, NY**

Management of the design, page layout and print production of four weekly newspapers: *The Villager*, *Gay City News*, *Downtown Express* and *Chelsea Now*, including editorial layout and the creation and production of advertising, and promotional materials.

1996 - 2001 **Creative Director | Ortronics, Inc. | New London, CT**

Created and oversaw the production of the graphic standard for brand identity and global corporate communications, including standardized roll out procedures for all products and services.

Managed and supervised of the Creative Marketing Department to expedite the design, scheduling and production of all print, display, and electronic media.

Selected and coordinated vendors; managed budgets for purchasing of all media.

Worked with Senior Vice President of Global Sales to create and produce standardized presentation materials, sales incentives and events.

Acted as liaison to sales and distribution partners and their advertising agencies to promote the Ortronics brand at the point of purchase and within distributor programs.

Education

Greater New Haven State Technical College
A.S. Graphic Communications

Computer Processing Institute
Certification in Computer Programming

Professional Training

SUNY Center for Professional Development
Certificate: Learning and Effective Teaching Practices

SUNY Center for Professional Development
Quality by Design I - IV

Aquent Graphics Institute
Dreamweaver I and II

Codecademy.com
Certificates in HTML, CSS, SCSS, PHP, JavaScript, JQuery

Proficiencies

Adobe Creative Cloud
InDesign, Photoshop, Illustrator, XD, Dreamweaver