



Contact

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Summary

Mission: To lead a team of creative individuals through quality work, on time and under budget; to motivate and inspire them, and be well regarded for our collective contributions towards the success of the goal.

Specialties: HTML, Photoshop, Email Marketing, Client Service, Team Building, Idea Generation, Mobile Rendering, Public Speaking, Training, Presentations, Documentation & Metrics.

Written Work

May 14, 2010

Savvy solutions for
mixing video with email

[Click Here](#)

April 12, 2010

Have No Fear! Super
Subject Line is Here!

[Click Here](#)

Featured

June 16, 2011

IRCE 2011 Report:
Petco optimizes e-mail for
customers on smartphones

[Click Here](#)

March 31, 2011

Internet Retailer:
E-mail to Go

[Click Here](#)

September 1, 2010

Multichannel Merchant:
How to Design E-mail

[Click Here](#)

Portfolio

[Click Here](#)

LinkedIn

[Click Here](#)

Experience

Manager, Creative Services

e-Dialog :: July 2007 – Present (4 years 11 months)

Leads an award winning creative services team of 11 designers. Writes department goals supported by business metrics & developmental opportunities. Creates documentation & pitch work; presented to many clients including: NFL, MLB, Caesars, Avis, Dell, Oakley, Rue La La, TJX & EF Tours. Promotes our work through results, case studies and clear & colorful packaging.

Creative Production Supervisor

e-Dialog :: July 2005 – June 2007 (2 years)

Assured team tasks were created with quality and delivered on time. Developed best practices around HTML coding and creative design. Trained employees in and outside the department.

Creative Production Specialist & HTML Production Designer

e-Dialog :: January 2003 – June 2005 (2 years 6 months)

Completed new design concepts, HTML builds and ongoing creative production work on a fast turnaround, most notably for NFL, CheapTickets, Network Solutions and Avis & Budget.

Graphic & Web Designer

Freelance :: January 1999 – Present (12 years 6 months)

Created web presence, brand image, advertisement, & printed material for several companies and organizations. Clients include: Unicco, Measured Progress, Accurate Paving, Clear Systems, Concord Brewery, TEK Scientific, The committee to elect Jefferson R. Smith & Zee Medical.

Senior & Technical Support Specialist Roles

TIAC, MediaOne & Bizland, Inc :: February 1996 – June 2001 (5 years 5 months)

Resolved customer questions dealing with Web site configuration and Internet connectivity via phone & email. Supervised employee's, assisted them with a higher level of technical support.

Education

University of Massachusetts at Lowell

BFA, Graphic Design :: 1997 – 2000

Completed courses required for my degree; emphasized on digital imaging and photography. Had artwork published in the Boston Globe representing the 1999 Boston Cyber Arts Festival.