



ABOUT ME

It's been about 16 years since I left "The Agency Life," and decided to go out on my own. My agency experience provided me with a solid understanding of the entire design process: from strategy and conceptualization, design and interpreting client feedback, to pre-press and project management.

I've worked with a diverse client base, ranging from small businesses to Billion Dollar Corporations. Working for myself has been an amazing experience, and I've learned so much about self-discipline, building client relationships and demonstrating reliability. I'm open to freelance work, part-time in-house work, as well as agency work.

SOFTWARE SKILLS

Adobe Creative Suite:

- InDesign
- Illustrator
- Photoshop
- Lightroom
- Dreamweaver
- Acrobat Professional

Asana (Project Management)

Microsoft PowerPoint + Suite

Apple Keynote + Suite

WIX

Total Expert (CRM)

Microsoft Teams/Zoom

Fiery Command WorkStation (In-house Printing)

OneDrive

Google Drive

THINGS I DO

Logos

Brand ID Guideline Books

Brand Positioning + Strategy

Copywriting (Even the boring stuff)

Cohesive Campaigns

Print Ads

Direct Mailers

Annual Reports

Brochures

Infographics

Packaging

Vehicle Wraps

Invitations + Collateral

Sell Sheets

Art Installations

POP/Tradeshaw Graphics

Billboards

Presentations

Website Planning + Design

Web Banner Ads (Animated + Static)

PowerPoint Decks

Interactive PDFs

Social Media Captions, Scheduling + Posts

HTML Email Journeys

SPECIAL SKILLS ACQUIRED FROM RUNNING A BUSINESS

Proposal Writing

Contract Writing

Project Management

Billing

Working with Outside Vendors

Sales + Maintaining Client Relations

Archiving Files + Database Management

HONORS & AWARDS

Graphic Design USA Award (Showcased in Annual Publication) - Direct Mail & Direct Response - 2015

Graphic Design USA Award (Showcased in Annual Publication) - Poster Design - 2011

Graphic Design USA Award (Showcased in Annual Publication) - Brand Identity & Logo Design - 2009

EDUCATION

Webster University 1999-2002

BA in Advertising + Marketing – 3.5 GPA