

COMMUNICATIONS • DESIGN • CREATIVE DIRECTION • USER EXPERIENCE (UX) • MULTI-PLATFORM EXPERIENCE

SPECIALTIES

Branding & Identity • Digital Marketing • Social Media Marketing • Email Marketing • Project Management • B2B • Content Management Systems • Mobile/Web Design • Photography • UX Design • Content Strategy • Analytics

EXPERIENCE & ACCOMPLISHMENTS

Aetna • Senior Communications Partner, International • Hartford, CT **6/2019 – Present**

Responsible for scheduling creative resources for International programs and initiatives to communicate the brand vision and business objectives. Ensure that regional brand executives communicate effectively. Liaison between product and creative to maintain deadlines, communication, and advance business priorities.

- Assign creative briefs to designers and copywriters. Ensure that projects have direction and focus before initiating.
- Establish timelines, delegation of duties, and follow-up with all parties regarding project delivery.
- Safeguard brand quality by collaborating with legal, brand teams, and senior directors.
- Manage process refinement to facilitate workflows and ensure timely, accurate development of creative materials.
- Lead maintenance of Workfront Software. Create new processes and training.
- Project manage transition from Workfront to Workamajig, resulting in significant cost savings.
- Manage freelance budget and hiring.
- Develop analytical surveys and compile data reports for completed projects.

Aetna • Creative & Design Manager • Hartford, CT **2/2018 – 6/2019**

Responsible for managing innovative communication strategies/projects for new and existing customer accounts. Developed and delivered communication strategies that contributed to the agency's multi-million-dollar revenue goals.

- Led ideation and strategy sessions with clients to develop creative solutions within their budget.
- Prepared and presented recommended communication strategies, proposals, and price estimates for print, digital, web, and multi-media from design through development.
- Worked closely with clients, accounts, and creative to identify criteria to measure project effectiveness.
- Developed project schedule, creative direction, and reviewed/edited copy to align with client's expectations.
- Served as the client point-person for all communication needs resulting in repeat and referral business.
- Coordinated with legal, QCC, senior management, and governance processes to ensure compliance.

Aetna • Digital Creative Director, UX • New York, NY **7/2014 – 2/2018**

Provided end-to-end creative direction, branding leadership, and project management for interactive wellness learning platform and programs at ActiveHealth Management, a subsidiary of Aetna.

- Managed content management system (CMS) ensuring content and design accuracy and consistency on all platforms: mobile app, online wellness group coaching, and health events.
- Performed constant design refinement of all content and new applications for interactive and engagement capabilities. Art direction for wellness solution program materials included flyers, presentations, and email design.
- Contributed to launch of entirely new e-service wellness platform; accomplished in under six months. Incorporated hundreds of wellness-focused activities organized into 50+ categories. Support continued to increase engagement while adding new resources and content.
- Expanded role from original mandate encompassing UX for wellness platform to include CMS and mobile app content and design.
- Managed UI/UX process through design discovery, information architecture, and wireframing.
- Managed freelance designers from the US and India; they created deliverables meeting client deadlines.

teamDigital Promotions • Senior Art Director • Bethel, CT

4/2014 – 7/2014

- Provided art direction, design, and brand development for some of the world's leading brands; they included MasterCard, xfinity, NBA, Comcast, WB Mason, and Boxtrolls.
- Conceptualized and executed interactive and digital campaigns from concept to digital platform, campaign decks, and agency pitches.

eWayDirect • Interactive Art Director • Southport, CT

2/2010 – 1/2014

- Directed and implemented a broad range of revenue-generating design concepts and projects. Led the art direction and execution of creative client needs.
- Oversaw the design and front-end development of creative projects, including HTML email campaigns, banner ads, landing pages, websites, custom branded social media websites, and companies' micro-sites.
- Worked with a variety of top-tier clients, including Swatch, Tissot, Omega, Alex and Ani, 1-800-PetMeds, Lancôme, and others. Drove 15.5% click-to-open rate (CTO) improvement for Omega.

Hunter Design Studio • Creative Director & Owner • Newtown, CT

2008 – 7/2014

- Owned and operated a full-service studio providing a variety of services. Specialized in brand development, graphic design, web design and development, marketing, advertising, and photography services.
- Collaborated with clients to create vision and conceive designs for over 15 websites and 40 logo designs.

Vertrue, Inc. / Adaptive Marketing • Interactive Art Director • Norwalk, CT

4/2002 – 1/2010

- Produced innovative design solutions for an internet direct-marketing services company with over \$800 million in revenue.
- Developed and adapted design styles across a variety of business categories, including shopping, entertainment, health and beauty, credit reporting, and protection.
- Mentored and provided art direction to two designers. Coordinated design production from concept through completion.
- Translated subject matter into fresh design for a wide array of promotional media, including full-scale product websites, email blasts, banners, self-mailers, complete direct mail packages, print, and online sales collateral.
- Winner of 2010 Web Marketing Association Web Award for Outstanding Achievement in Web Development for contributions as Art Director and Design Lead.

EDUCATION

Quinnipiac University | Hamden, CT

May 2020

Master of Science in Interactive Media & Communications

Southern New Hampshire University | Manchester, NH

July 2017

Bachelor of Arts in Graphic Design & Media Arts

Connecticut Institute of Art | Greenwich, CT

December 1999

Commercial & Fine Arts Diploma

SOFTWARE SKILLS

Microsoft Office Suite, Adobe Creative Suite including Photoshop, Illustrator, InDesign, Lightroom, Adobe Acrobat Pro, Qualtrics, Sketch, Workfront, Workamajig, multiple internal CMS softwares