



professional overview

20 years of experience in creative art direction, photo editing, pre-press, and production management.

Supervisor of marketing production for bridge and luxury divisions for national fashion retailer. Director of editing and asset creation for over 12,000 lifestyle and product images annually for print and digital.

attributes

- Expert in color correction and retouching
 - Skilled team leader and manager
- Brand manager, art director, production specialist

about me

Master landscape painter with representation in Philadelphia and regional art galleries. Avid gardener and outdoors enthusiast. Domestic handyman. Husband, father, and baseball coach.

education

Rowan University, Glassboro, NJ, Bachelor of Fine Arts

present

Destination Maternity Corporation

Moorestown, NJ

Director of Production and Asset Management

2010 - Present

key roles

- Direct web and store creative to align with merchant and divisional brands sales goals
- Drive creative team work flow and partner with traffic/merchant teams
- Lead internal staff and external retouchers in developing assets for print and web
- Approve all content and production plans
- Supervise project managers in execution and production of store marketing for 1000 brand locations
- Supervise development of company-wide Digital Asset Management system

history

Barolin and Spencer, Voorhees, NJ

Lead Art Director | 2006 - 2009

- Developed creative for award-winning campaigns for the automotive aftermarket industry
- Art directed and shot product photography
- Maintained vendor relationships and managed print production for over 40 active clients

M&M Associates, Yardley, PA

Associate Creative Director | 1999 - 2003

- Lead creative team, directed production and traffic
- Developed consumer acquisition campaigns from concept, through testing, to final production
- Presented concepts to clients, and directed teams through campaign strategy and execution

Spark Creative Group, Collingswood, NJ

Partner and Senior Art Director | 2004 - 2005

- Established creative and branding strategy for regional clients including South Jersey Magazine
- Designed and maintained web sites for local municipalities and community organizations

Freelance Art Direction and Retouching

- Designed mail campaigns and brand identities for Comcast Corporation, Adelphia Communications, Cingular Wireless, and regional entrepreneurs
- Retouched photography, including color correction and compositing, for Proctor & Gamble, AstraZeneca, and Merck
- Retouched fashion photography for Destination Maternity brands including Heidi Klum, Jessica Simpson, and Rachel Zoe

clients

A Pea in the Pod
Adelphia Communications
AstraZeneca
AT&T

Bosal
Citibank
Comcast
Continental
Destination Maternity
ExxonMobil

The Home Depot
Kholer-Freda
KYB America
Merck
Siemens VDO
Permatex

Philips
Proctor & Gamble
Saks, Incorporated
Salomon Smith Barney
South Jersey Magazine
South Jersey Tourism