

**NAS Recruitment - Senior Art Director / Video Editing, Cleveland, OH, May 2012 - Nov 2024**

Creative art direction in development of advertising branding campaigns through interactive applications for web and multimedia.

- Proficient in Adobe Creative Suite
- Art Direction of photo shoots, video productions and video editing.
- Provide design and pre-press production for various collateral materials, including trade ads, posters, brochures, info-graphics, logos and displays.
- Development of Captivate Video – Process of creating testimonial videos using client supplied footage captured with a smartphone.
- Accessibility testing of online sites to ensure websites meets user experience requirements.

**Clients:** Oatey / Los Alamos National Labs / United Dairy Farmers / Great Expressions Dental Centers / United Airlines / Wake County Public Schools / Cardinal Health / USAA / Mercy Hospital / CareSource / US Army / Reading Hospital System / Cincinnati Children's / Ross Stores / Freddie Mac / Bosch / Phillips 66**Freelance Senior Art Director - Cleveland, OH, August 2010-May 2012**

Print and online creative development -- Targeted print retail marketing -- Spanish language advertising.

- Website creation, landing pages, HTML emails, online/social media banners and print materials.
- Provide design and pre-press production of various collateral material, including ads, posters, brochures, logos and displays.
- Worked directly with Creative Director on development of client pitch presentations.
- Supervised all creative materials and jr. design creatives.
- Developed project materials in Sharepoint

**Clients:** Malone Advertising / JWT Action / HMT / al Punto Advertising / Linear Creative / Brooks Advertising / Vilocity Interactive / Rock Hall of Fame**Vilocity Interactive - Senior Art Director, Cleveland/Phoenix, March 2007-August 2010**

- Creative development of interactive SEO friendly websites, landing pages, Flash elements, banners, email design and print materials.
- Supervised all creative materials.

**Clients:** eTelecare Recruitment / Little Kids Inc. / Emergen-C / SweetLeaf / Desert Botanical Garden / NCCA / Mesa Arts Center / Arizona Opera / Western Reserve Historical Society / Flaming River**Freelance Senior Art Director - Cleveland, OH - Sr. Art Director, July 2006-March 2007**

- Print and retail creative materials for store mailers and in-store promotions.

**Clients:** Doner Advertising / Marcus Thomas Advertising / Goldstein Group Communications / Jamestown Group**Grey Direct West - Associate Creative Director, Burbank, CA, Sept. 2005-July 2006 / 2001-2004**

- Print, online and DRTV creative development.
- Supervision of art department creatives, production studio artist and interns.
- Responsible for bringing graphic standards inline for Princess Cruises and an increase in the client budget.

**Clients:** Princess Cruises / Cunard / AAA (Auto Club) / Wells Fargo Bank / BofA / Washington Mutual / City National Bank**Education: Columbus College of Art & Design / BFA - Advertising / Illustration****Program & Art Direction Skills**

**Adobe Creative Suite, InDesign, Photoshop, Illustrator, Adobe XD, Figma, Adobe Lightroom, Adobe Premiere, AfterEffects, Capcut, Site Accessibility, HTML, Word, Bridge, PowerPoint, Video Art Direction, Photoshoot Art Direction, Video Editing, Google Ads, Facebook - Instagram - LinkedIn Banners, TikTok Videos, SharePoint, Asana, Taskray, Storyboarding and Logo Creation**

**Additional Clients**

American Honda Co. / PepsiCo. / KFC / Nestlé-Carnation / Contadina / Hills Bros. / Anheuser- Busch Corporate / Zenith / Armor All / Domecq Importers - Presidente / Miss Clairol / DIRECTV / Nextel / SAP / VeriSign / Hitachi / AT&T Broadband / DHL / Bally's & Paris Las Vegas / Sparkletts / AmeriQuest / Hollywood Reporter / Epson / fX Cable Networks / Los Angeles DWP / First Federal Bank / Univision Network / Aquarium of the Pacific / Frame-n-lens / MCI / White Castle / L.A. Times / California State Lottery / S.C. Johnson / Huggies Pull-Ups