

Art Director

Innovative professional with extensive expertise in print, web, animation, and AI-powered design for marketing initiatives.

Adept in translating complex briefs into compelling storyboards, static visuals, and dynamic multimedia content for both paid and organic campaigns. Skilled in leading creative direction across diverse channels including TV, digital platforms, and print media. Proficient in Adobe Creative Suite, content management systems, and a variety of AI tools to drive high-impact visual storytelling. Brings a strong foundation in user-centered design, brand strategy, and interaction design, with a proven ability to collaborate across functions, inspire creative teams, and execute cohesive campaigns that captivate and convert.

Areas of Expertise

- Brand Strategy Building
- Content Management Systems
- Project Management
- Campaign Development
- Storyboarding
- Video Production
- Strategic Planning & Execution
- Teamwork & Leadership
- Cross-functional Collaboration

Career Experience

New York Post, New York, NY

2022 – Present

Senior Photo Editor

Deliver fast-turnaround, publication-ready features by capturing and editing editorial photography to exacting standards. Optimize team performance by leading photographers and aligning with photo agencies to source narrative-driven imagery. Strengthen story depth by interviewing on-site sources and photographing with a narrative-first mindset, ensuring context-rich visual reporting.

- Accelerated post-production efficiency by 60% using advanced workflows in Photoshop and CHP.
- Drove up to 20% more traffic compared to static visuals by producing motion-based content and training staff on multimedia storytelling techniques.
- Increased audience interaction by over 80% through curating high-impact visuals tailored for web, print, and social campaigns.

Scholastic Inc, New York, NY

2013 – Present

Senior Art Director

Improve creative standards and team output by mentoring junior designers and managing interns in fast-paced production cycles. Incorporate rapid improvements in rebranded assets—presentations, sell sheets, websites, and promotional videos—by collaborating with newly acquired companies to align visual identity. Expand Scholastic Magazines' reach to thousands of new prospects by supporting social campaigns, creating branded video content, and developing dynamic templates for editorial teams.

- Elevated online visibility by over 90% by designing and producing multimedia content for targeted marketing campaigns.

- Boosted brand recognition by 15% through leading cross-channel branding efforts across digital, print, and video platforms.
- Amplified traffic by 20% on average through animated explainer videos and story-driven content for use across sales, email, web, book fairs, and live events.
- Streamlined project workflows by meeting individually with managers, synthesizing findings in group sessions, and achieving 75% smoother execution across deliverables.
- Maximized productivity by 30% by developing an extensive Creative Cloud Library housing branded assets for magazines, websites, and animated content.

Pfizer, Madison, NJ

2011 – 2013

Lead Designer

Led design initiatives across print, digital, and mobile platforms to ensure consistency in brand messaging and visual identity. Guided a team of two designers and collaborated with vendors to streamline production workflows and meet tight deadlines. Built strong relationships with outgoing team members and facilitated a seamless transition during a sensitive leadership change. Conducted interviews, assessed creative portfolios, and developed training resources to onboard new designers more efficiently.

- Directed product photography and partnered with internal departments, which contributed to a 4–6% rise in brand engagement.
- Served as a Standalone Creative Partner with department heads to execute campaigns and sales collateral that aligned with Pfizer’s brand guidelines.
- Expanded organization’s design catalog by producing assets that supported branding cohesion across multiple divisions.

Additional Experience

Owner and Co-Host, High Regard Show

- Established and co-ran a podcast centering on arts and culture, expanding the follower count to 11,000+ and attaining more than 10,000 monthly listeners.
- Oversaw all phases of production, comprising writing, recording, editing, and distribution.
- Orchestrated podcast promotion across social media, elevating engagement and extending reach by 80%.

Multimedia Marketing Manager, Mohegan Sun Pocono

- Involved in design and supervision of more than 200 digital screens throughout the casino, resulting in a remarkable 70% growth in customer engagement.
- Spearheaded branding and promotional initiatives, playing a pivotal role in boosting bookings and revenue by 11%.
- Led a talented creative team to guarantee the punctual completion of projects and uphold exceptional quality standards.

Marketing Research Director, NextStar Broadcasting

- Managed web and digital ad campaigns for NBC and ABC affiliate stations, enhancing performance by 8%.
- Provided performance reports to senior leadership and suggested actionable enhancements.

- Supervised two designers and partnered with sales teams to create and monitor campaign achievements.

Education

BFA in Graphic Design/Advertising

Pratt Institute

Certifications

Adobe Certified Expert: Photoshop

Google Prompt Engineering for AI

Technical Proficiencies

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

Media Management: AirTable, CHP, Digital & Print Assets