

- **Creative Director with brand development expertise.** With the diverse set of skills acquired from agency, publishing, and corporate environments, I'm confident that I can achieve any goal. Being a creative, efficient, fast designer and problem solver is of who I am, I create marketing campaigns, develop strategy, analyze campaigns, manage social media, maintain budgets, source product, manage/mentor my team, work with vendors, and strive to always learn more.
 - Turned a team of doers into achievers with training and empowerment. **Increased team workload capacity by over 280%** with processes and efficiencies, developed a vision for the brand, and executed it with excellence across all channels.
 - Helped build skincare brand from 2 products to 12 in two years, **increasing annual sales from \$6m to \$20m/yr.** Directed, managed, analyzed, implemented, and strategically planned all creative assets.
 - Led a small team that **created 80+ books/premiums per quarter** on time and under budget. Made substantial process/workflow improvements that increased product quality and reduced production time.
 - **Created antiaging cosmetic brand** from concept through production. Developed brand strategies, created branding and packaging design, directed product formula development, conducted surveys and marketing research.

Really Good Stuff, Shelton, CT (Innovative Solutions for Classrooms) 2018-2020

Creative Director: I've led a great team of as many as 13 full time employees and 6 freelancers, elevating and expanding the creative teams abilities while providing superior content pivotal for brand growth. I've refined processes and found efficiencies to allow for massive growth in team capabilities, resulting in a production increase of over 60% in just one year with significant decreases in consulting costs. I've led the evolution of our brand identity with visual imagery, messaging, design, animation, and videos. Since my inception of the video team - hundreds of videos in several different styles have been created to further develop brand personality and support brand growth. I've also led New Product Development- finding process efficiencies, inspiring creativity, and empowering innovation. My team also developed a social media video production plan with live events, product unboxings, and how-to videos.

Boozt Cosmetics, New Brunswick, NJ (Antiaging Cosmetics Brand) 2016 - 2017

Creative Director: I developed branding, packaging, and marketing strategies; conducted market analysis, research, and focus groups; and created surveys and mock-ups for presentations. I led and reviewed product formulations, managed vendors to produce finished product within timelines, and developed social media and marketing plans for product launch.

DermaSilk Brands, New Brunswick, NJ (Antiaging Skincare) 2014- 2016

Creative Director: Developed and executed marketing plans which included email campaigns, promotions, videos, partnerships, facebook ads, giveaways, store discounts, samplings, influencers, and print opportunities. Reduced packaging costs, researched and developed new products, and significantly increased social media followers with rich, targeted content. Campaign analysis showed that one digital campaign increased website sales by 400%.

Biotech Corporation, Glastonbury, CT (Antiaging Skincare) 2011-2013

Art Director: Led the art department that built the DermaSilk skincare brand from 2 products to 12 products. Strategized, managed, and directed all creative content including packaging, website, social media, email campaigns, videos, commercials, tradeshow booths, brochures, and national advertising. Tracked and analyzed campaigns, managed schedules, and developed marketing/advertising calendar. Helped to grow the brand from \$6m/year in sales to \$20m/year.

Heather Lucas

The GRI Marketing Group, Trumbull, CT

2008-2009

Art Director: Designed direct mail packages, space ads, digital newsletters/marketing, and websites for clients such as CondeNast, Forbes, PDN and Newsweek Magazines. Redesigned company website. Developed an archiving system that shortened file retrieval time by 50%.

Scholastic Inc., Direct Marketing Division, Danbury, CT

2000-2008

Art Director, Creative Services: Designed direct mail packages, co-ops, freerides, space ads, FSI's, landing pages, email campaigns, e-spots, and banners (both static and animated). Developed PowerPoint presentations and directed photoshoots with child and adult models.

Coordinator/Art Director, Product Development: Developed 80+ books, premiums, and calendars per quarter under tight deadlines, including concepting, product and logo design, creation of art, hi-resolution art retouching, and production. Trained and managed in-house freelancers, art directed packagers, coordinated book production schedules, and worked with licensors. Raised quality and lowered costs by developing Standard Operating Procedures (SOP) guidelines.

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign); Skilled in Powerpoint, MS Office, Bridge, Lightroom, animation, and website design

Education: Central Connecticut State University, New Britain, CT:

BA Graphic Design/ Special Studies-Art

Continued Education: Direct Marketing Program at WCSU

Dreamweaver and Flash Training