

## Experience

### 2014–Present **Lecturer, Liberal Studies | State University of New York at Cobleskill**

Full time instructor in the Graphic Design Program. Courses include: Web Design, Web Design II, Web Design III, Web Animation, Digital Imaging, Typography and Portfolio Prep and Presentation.

### 2008 - 2013 **Managing Director of Development | Obit-Mag.com | Princeton, NJ**

Creation and implementation of a successful strategic plan to increase Obit-Mag.com's overall brand awareness through market research and analysis, SEO, and the formation of mutually-beneficial relationships with high profile online content providers.

Implementation of initiatives that exponentially increased the amount of traffic to Obit-Mag.com through demographic research, core audience identification, and online-community building using social media.

Execution of a monetization strategy that generated revenue through advertising and merchandise sales, and second-use licensing of site content.

Creative direction of a complete site rebuild based on the research and analysis of user-experience data that optimized site functionality, access to content, reader interaction and social media applications.

Received recognition for design and editorial excellence including Best Creative Non-Fiction Award and Applied Arts Award Annual in 2008 and a Webby™ Award for Best Writing and Best Magazine in 2009.

### 2004–2008 **Production Manager | Community Media, L.L.C. | New York, NY**

Management of the design, page layout and print production of four weekly newspapers: *The Villager*, *Gay City News*, *Downtown Express* and *Chelsea Now*, including editorial layout and the creation and production of advertising, and promotional materials.

### 1996–2001 **Creative Director | Ortronics, Inc. | New London, CT**

Creation and production of the graphic standard for brand identity and global corporate communications, standardized rollout procedures for all products and services.

Management and supervision of the Creative Marketing Department to expedite the design, scheduling and production of all print, display, and electronic media.

Selected and coordinated vendors; managed purchasing of all media.

Worked with Senior Vice President of Global Sales to create and produce standardized presentation materials, sales incentives and events.

Acted as liaison to distribution partners and their advertising agencies to promote the Ortronics brand at the point of purchase and within distributor programs.

## Education

### 1992 **Greater New Haven State Technical College | A.S., Graphic Communications**

Graduated with Highest Honors

Electroplaters Scholarship

Sobelesky Award for Outstanding Service to the College

President of the Student Senate

Class Salutatorian

Teacher's Assistant/Lab Advisor

### 1989 **Computer Processing Institute | Certification in Computer Programming**

4.0 GPA

Certified in the programming of COBOL, JCL, and OS360.

## Professional Training

State University of New York at Albany, Learning and Effective Teaching Practices

Aquent Graphics Institute, DreamWeaver I, DreamWeaver II, 2008

Codecademy.com, HTML, CSS, SCSS, PHP, Javascript, JQuery

## Proficiency

Adobe Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver

Audio Mixing/Mp3 File Production