

SUMMARY

Highly creative Senior Graphic Designer and Creative Director / Project Manager with over ten years of experience in marketing and advertising for extremely diverse clientele base. Multi-role involvement on projects including both print and Web-based collateral. Creative background in both agency and in-house corporate environments. Proven track record of successfully creating effective campaigns to meet any client's goals, budget, and time frame. Well-versed in the production process from initial concept to final distribution. Expert-level in Adobe Creative Suite. Comfortable in MAC and PC environments. BFA in Art & Design.

ACCOMPLISHMENTS

Graphic Design & Creative:

- Designed innovative creative materials for print and Web: advertisements, brochures, newsletter publications, books, direct mail packages, business cards, logos, posters, billboards, apparel, charts/diagrams, booth graphics, annual reports, sales and training materials, HTML and Flash Web sites, static and animated banner ads, pop-ups, email blasts, and CD/DVD-based projects.
- Produced all internal and external graphic materials for ALL Student Loan (California's largest non-profit student loan lender), Xceed Financial Credit Union (a nationwide financial institution), and El Camino College (California's second-largest transfer school). Developed and maintained strict guidelines that supported each organization's brand.
- Developed print and online materials for Sandy Spring Bank's rebranding and advertising campaign. Materials appeared in 43 branch and community locations throughout the Washington D.C. Metro Area, reaching 8.3 million current and potential customers.
- Created a series of direct mail and email campaigns that directly generated more than \$80 million in student loan volume for ALL Student Loan Corporation.
- Generated 25-30 banner ads, pop-ups, AIM and Buddy Icons for America Online (AOL), which reached millions of Internet users worldwide.
- Helped launch Career and College Club (a non-profit program designed to help middle school students plan for their future success) by building curriculum workbooks, training materials, and educational games. The CCC now has sites on more than 200 campuses throughout California.
- Handled pre-press and final output of completed jobs to print vendors via file upload or disk-based transfer. Archived completed projects for storage and organization. Managed daily file backup system for disaster recovery purposes.
- Winner of 20+ industry design awards at both the state (CA) and national level for higher education.
- Founded an online clothing shop (WeezyTown) featuring my original artwork based on Pop Culture and humor-related concepts, which posted sales in nearly 20 countries worldwide as a result of ad campaigns I developed through Facebook and Google.

Creative Project & Personnel Management:

- Managed all creative project aspects including: concept development, storyboards, design, photo shoots and stock research, art direction, copywriting, editing, production scheduling, workflow trafficking, print estimates, press checks, approvals, and final material distribution.
- Supervised and provided creative direction for Junior Graphic Designers, Interns, Writers, and Web Developers. Assisted in the interviewing, hiring, and training of new employees.
- Integrated multi-channel strategies to strengthen corporate brand awareness in the marketplace including; Web and print advertising, press releases, video presentations, trade shows, educational seminars, product information materials, and online communications.
- Helped coordinate the entire collateral rebranding and organizational name change of three previous employers.
- Wrote creative copy for advertisements, newspaper articles, brochures, phone scripts, email campaigns, Web sites, banners, pop-ups, and social media outlets.

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- Maintained strong relationships with outside print and mail-house vendors, clients, and sales reps in 10+ states throughout North America.
- Revamped organization procedures when needed to improve quality, workflow, turn-around times, and lower costs for both clients and employers.
- Assumed the role of Direct Mail Manager for three months while supervisor was out on leave.
- Supported 200+ internal employees and 15 branch locations nationwide as the main point of contact for the Xceed Financial marketing team. Logged project requests, conducted creative briefs, assigned tasks, and provided direction. Tracked status on 25-30 active projects on a daily basis to ensure tight deadlines were consistently met.
- Worked closely with internal compliance review team to ensure all marketing materials met strict federal regulations and legal standards, including new WCAG 2.1 Level AA ADA standards for digital content set by the Department of Education.
- Monitored computer software and hardware updates to ensure performance and reliability. Performed minor trouble-shooting whenever possible, as well as scheduled repair and maintenance appointments on large-scale Xerox and Canon multipurpose printers as needed.

TECHNICAL SKILLS

Software Applications:

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, Bridge), Microsoft Office Suite (including Teams), Monotype/Extensis Connect (font management), various FTP software, Zoom.

Operating Systems:

Primarily Mac-based with extensive Windows PC platform experience.

Hardware:

Computer, Printer, Copier, Fax, Scanner, Multi-Line Phone System, Digital Camera/Video

PROFESSIONAL EXPERIENCE

- 2015–Present** **Digital Media & Design Specialist**
El Camino College | Torrance, CA
- 2018–Present** **Creative Director** (Contract As-Needed)
Forgeron Ventures, LLC | Hawthorne, CA
- 2013–2015** **Production Manager**
Paolucci Salling & Martin Communication Arts | El Segundo, CA
- 2011–2012** **Marketing Campaign Specialist / Project Manager**
Xceed Financial Credit Union | El Segundo, CA
- 2010–Present** **Lead Designer & Owner** (Freelance Business)
Eric White Designs | Lomita, CA
- 2004–2010** **Senior Marketing Communications Associate**
ALL Student Loan Corporation | Los Angeles, CA
- 2000–2004** **Designer: Print & Web**
Mann Marketing Communications | Leesburg, VA
- 2000** **Graphic Designer**
D'Atri D'Sign | LaVale, MD

EDUCATION

- **Bachelor of Fine Arts** – Art & Design, **Minor** – Art History
- Frostburg State University | Frostburg, MD
- **Associate of Arts** – Art & Design Focus
- Garrett College | McHenry, MD