

> **AGENTSIE // NEW YORK, NY FOUNDER & CREATIVE DIRECTOR 2015 - PRESENT**

- *Concept: consult with restaurants + retail stores on defining a brand voice related to all visual + written communications.*
- *Strategize: work with clients to determine appropriate means of communication + best channels to achieve goals within budget.*
- *Execute: design, art direct + craft content for promotional collateral, signage, web, email messaging + photo shoots in support of mission.*

> **THE DINEX GROUP, RESTAURANT MANAGEMENT COMPANY OF CHEF DANIEL BOULUD // NEW YORK, NY**

BRAND CREATIVE DIRECTOR 2012 - 2014

- *Define brand voice, look, feel + social media strategy for chef, restaurant + retail brands. Push content across related media platforms.*
- *Work with internal PR, operations + restaurant teams to generate creative, brand-appropriate promotional ideas/content.*
- *Manage web developer team to create e-commerce platform for Épicerie Boulud gourmet gift box + online catering sales.*
- *Oversee design + scheduling of client communications including email blasts + printed collateral by in-house + freelance staffs.*
- *Coordinate, photograph +/- or art direct photo shoots capturing all brand imagery for internal + editorial use.*

CREATIVE MANAGER 2009 - 2012

- *Design + produce printed menus, wine lists, staff business cards, custom branded items for restaurant + retail food service.*
- *Design, produce + distribute group-wide email campaigns, print advertising + in-restaurant promotional collateral.*
- *Art direct web developer team in creation of new brand websites, communicate changes + complex content updates.*
- *Art direct, implement and train staff to use of digital menu screens at retail and restaurant locations.*

PUBLIC RELATIONS & SPECIAL EVENTS ASSOCIATE 2007 - 2009

- *Respond to media inquiries + facilitate on-site press interviews, photo shoots + TV productions.*
- *Coordinate chef participation + travel to off-site events; including large scale tasting events + intimate private dinners.*
- *Design + produce all printed collateral necessary at events + appearances.*
- *Manage extensive photo archive + maintain company FTP site.*

> **THE CULINARY LOFT // NEW YORK, NY EVENT PLANNING + MARKETING ASSOCIATE 2006 - 2007**

- *Coordinate + execute chef led demonstrations, cooking classes, dinner parties + film productions for corporate, media + private clients.*
- *Design + manage print advertising, email marketing campaigns, event menus + signage.*
- *Provide event photography, room set up + table design in addition to overall office administration.*

> **SCHOLASTIC INC. // NEW YORK, NY GRAPHIC DESIGNER 2002 - 2006**

- *Design + art direct children's chapter + picture books (cover + interior).*
- *Redesign cover art for all hardcover reprint titles.*

> **HESS NEWMARK OWENS WOLF // CHICAGO, IL PRODUCTION & MEDIA ASSISTANT 2001**

- *Produce promotional movie materials + advertisements for local + national newspapers.*
- *Organize advertising rates + related information for publications in regional markets.*
- *Research potential new markets + book advertising space for feature films.*

> **THE INSTITUTE OF CULINARY EDUCATION // NEW YORK, NY CULINARY ARTS DEGREE 2005**

- *Training in classical French technique + global food trends*
- *Three month kitchen externship at Chef Marcus Samuelsson's Aquavit*

> **SYRACUSE UNIVERSITY // SYRACUSE, NY 2001 BFA IN COMMUNICATIONS DESIGN + PHOTOGRAPHY CONCENTRATION 2001**
