

Professional Development

2014 - 2015 | WEST PALM BEACH, FLORIDA

EXPERIMAR

Creative Director

Responsible for creative design, marketing development, print production and client relations for all four restaurants under Titou Hospitality Group as well as six within Big Time Restaurant Group, including full creative control over the launch of a new restaurant within each group. Acting creative force behind the Palm Beach Food & Wine Festival and the creation and operations of the restaurant delivery service, Cravy.

2013 - 2014 | WEST PALM BEACH, FLORIDA

STEINGER, ISCOE & GREENE

Marketing & Business Development Executive Assistant

Exclusive in-house designer for all strategic branded materials including outdoor, direct mail pieces, web, print and more. Additional responsibilities included design work for philanthropic arm of company and working in tandem with Marketing Executive on management and strategy of advertising across multiple media platforms with a \$7 million budget.

2013 - PRESENT | WEST PALM BEACH, FLORIDA

POSH PARTIES WEDDING & EVENTS

Graphic Designer & Event Coordinator

Remote designer providing clean, cohesive looks for party elements and assistance with execution as a day-of event coordinator.

2013 - PRESENT | WEST PALM BEACH, FLORIDA

RANGE OF LIGHT CREATIVE

Personal Freelance & Creative Work

Providing creative insight, branding, illustration & hand lettering, web and blog design, copywriting, package design, photography and styling, print design and event planning assistance. Clients include ZXPharma, Christopher Leidy Photography, Posh Parties, Tradewinds Media Partners, Palm Beach Lately, Hamburger Heaven and The Society of the Four Arts.

2012 | WEST PALM BEACH, FLORIDA

DESIGN AGLOW

Production Manager | Graphic Design

Management of creative digital products from conception to completion for company, which provides products and templates created for the success of professional portrait and wedding photographers. Singularly managed two commissioned manuscripts for Random House, with delivery more than one month in advance of deadline. Collaborated with professional editor and personally wrote each book's introduction and conclusion. Supervised and motivated in-house design team as well as satellite contributors. Developed and implemented a streamlined production process to eliminate redundancy and accelerate output.

2010 - 2012 | BOCA RATON, FLORIDA

PEOPLE'S TRUST INSURANCE

Marketing Specialist | Graphic Design

Development of creative output of People's Trust Insurance, with oversight of the creative process, ideation, presentation and graphic execution of client branding and marketing communications campaigns. Co-developed a VIP direct mail program with 84% customer conversion. Developed, designed, and managed various professional and philanthropic events including holiday parties and toy drives, Board of Directors meetings, and *The Perspective*, a quarterly magazine publication designed to boost interoffice awareness & morale.

2010 | GAINESVILLE, FLORIDA

SWAMP RENTALS

Web Video Host | Intern Coordinator

Appeared in video spots throughout Swamp Rentals website to create a familiar and friendly sense of branded identity for the customer. Additionally handled recruitment, hiring and management of a team of interns with oversight of project management and support.

Education

SPRING 2010

UNIVERSITY OF FLORIDA

Bachelor of Science | Cum Laude | 3.52 GPA

Major: Advertising | Minor: Communication Studies

Ad Society | 2008 - 2010

American Advertising Federation Student Chapter
Elected Director of Art, Public Relations and Speakers

Reference

Experimar

Sasha Azqueta | Client Services Manager | 850-509-1177

Palm Beach Lately / Beth Beattie Branding & PR

Beth Beattie | Co-Founder | 561-628-3058

Danielle Norcross | Co- Founder | 561-452-0962

Peoples Trust Insurance

Mitchell Politzer | President | 267-772-1433

Swamp Rentals

Pete Zimeck | CEO & Founder | 352-219-6789

352 Media Group

Peter Van Rysdam | CMO | 352-262-9464

Barrows Kerney Design Group

Debbie Kerney | Owner/Designer | 772-223-0249