



Senior level creative with a background in promotional and experiential marketing, advertising, and public relations. With passion for new business development and a strategic approach to design for both print and digital, he has the ability to deliver results all the way from initial conception to final execution in order to meet and exceed the clients' objectives and engage their target audience.

EXPERIENCE

INSPIRA MARKETING - *Freelance Associate Creative Director • 2015*

Managed creative department and trained junior designers. Helped win a new business pitch for a **GEICO** college mobile tour. Provided strategic design and planning for the **Diageo** Activation Army brand ambassador training and the new **Life is Good** clothing rebrand national activation. Oversaw creative direction of event design, as well as, print and digital pieces for **Snuggle** and **'all** partnership with the new Peanuts Movie.

PROSCENIUM - *Freelance Senior Designer • 2014 - 2015*

Developed event signage and posters, as well as helped plan the flow and experience for various events including the **Walmart** Year Beginning Meeting, a **Boeing** product launch, and an **Otsuka America Pharmaceutical** event. Led the creative development and helped win a new business pitch for the **Yahoo NewFront**. In addition to creating a more streamlined art purchasing process, I also helped structure a more organized and efficient creative server.

RF|BINDER - *Freelance Senior Art Director • 2014*

Lead the in-house design department for the agency. Implemented new creative processes and hired additional team members to elevate the creativity and encourage a better work flow across the agency. Created strategic social media content and event design for a variety of clients, including **Dunkin' Donuts**, **Talenti Gelato**, **Truvia**, **Johnson & Johnson** and more. Increased user engagement by over 200% across a variety of social media channels for **Wines of Germany**. Helped win bio-tech company **Amyris** and pharmaceutical company **RegCheck** and helped secure additional business for current client **Cargill**.

CATAPULT MARKETING - *Senior Art Director/Art Director • 2012 - 2014*

Promoted from Art Director to Senior to lead the two new business wins I helped secure. Developed branding, packaging and in store displays for spirits company, **Diageo** and developed infographics, print ads, and environmental displays for pharmaceutical company, **Boehringer Ingelheim**. Prior to that, my main client was **Mars Candy**, working closely with the clients to create social media campaigns, animations, apps, web pages, and a variety of other marketing material that would continually impress. Also helped lead a small team to win **Alouette Cheese** and **Swarovski Crystal** by utilizing strategic planning and insights along with unique concepts through effective brainstorming.

TRACYLOCKE - *Art Director • 2010 - 2012*

Created award winning marketing material for **PepsiCo's** portfolio of products: **Pepsi**, **Mnt. Dew**, **Lays**, **Doritos** and many others for both the domestic and international markets. Other clients included **Energy Kitchen**, **Absolut** and **Starbucks**. Worked on promotional marketing materials and packaging, print ads, web pages, webisodes, billboards, interior design and new business presentations. Other duties included copywriting, in-house photographer, training new employees, and press checks.

MEDIA & MARKETING GROUP - *Graphic Designer • 2010*

Designed billboards, print-ads, menus logos, brochures, websites, banner ads, and interior graphics for the **Trump Casinos**. Other clients included **Texas Lottery**, **Harrah's Casino** and **Coca-Cola**. Helped develop a streamlined process for the release of files for the entire production department and performed final reviews for all project files.

SKILLS

Proficient in **Photoshop**, **Illustrator**, **InDesign**

Working knowledge of **Dreamweaver**, **Flash** and **After Effects**

Photography and photo retouching

Typography & Logo Design

Brainstorming, concepting & copywriting

Microsoft Office and Keynote

Screen printing and illustration

ACTIVITIES

AIGA Member • 2010 - Present

Freelance Photographer • 2010 - Present

The Catapults - Catapult Volleyball Team • 2013

TracyLockers - TracyLocke Soccer Team • 2012

TL People - TraceyLocke's volunteer group • 2011 - 2012

EDUCATION

TEMPLE UNIVERSITY

TYLER SCHOOL OF ART - Philadelphia, PA

BFA, Graphic & Interactive Design • BFA, Photography cum laude

ACADEMY OF ART UNIVERSITY - San Francisco, CA

Summer Design Intensive Workshop

TEMPLE UNIVERSITY ROME - Rome, Italy

Semester Abroad

HONORS

Art on the Avenue • 2013
Featured Artist Greenwich, CT

HUB Magazine Gold Award • 2013
Best in class retailer/manufacturer engagement

HUB Magazine Silver Award • 2012
Best in class in-store to online experience

HOW Promotion Design Awards • 2010
Self Promotion Design Winner