



AREA OF EXPERTISE AS CREATIVE DIRECTOR

Innovation-driven and focused on delivering successful outcomes to build brand presence, I excel at driving market presence with meticulous attention to detail across all communication touchpoints. With extensive hands-on experience in print, digital, and social media, my proficiency lies in translating marketing KPIs into creative strategies that drive revenue, meet market needs, and stay within budget constraints. Adept at identifying processes and overseeing workflow, deadlines, and budgets, I ensure resources are engaged when needed to drive team success. I have a proven ability to lead, manage, and collaborate with internal/external partners for full support and collaboration.

PROFESSIONAL EXPERIENCE

**FREELANCE CREATIVE PROFESSIONAL
REMOTE**

January 2024- Present

- **Kao Brands - John Freida, Hello Sunday, Jergens, Bio-oil**
Digital Content Designer January 2025 - present
Design content for social (animated and stories) and email.
- **Laticrete - Designer** November 2024- Present
Design print material for consumer, tradeshow, POS
- **Immaculate High School** November 2024 - Present
Design educational, sponsorship events, prospecting assets & digital content
- **African American Alliance** Design all marketing materials and social content across all platforms for financial org. and events.

AVID MARKETING GROUP, Rocky Hill, CT**Creative Director** January 2023 to August 2024

Lead the creative team through digital development in a series of proprietary activation platforms for consumer redemption, sweepstakes, games and loyalty programs.

- Uphold high UX/UI and accessibility standards by implementing best practices and conducting ongoing testing throughout design and development
- Establish day to day processes for successful outcomes in handling fast paced timelines.
- Forecast creative bandwidth to allocate resources and support daily and projected work intake.
- Build and mentor creative team for professional development to support company goals.
- Maintain brand standards for each client through projects and presentation.
- Collaborate with teams to develop and build loyalty programs and promotion centers for client sell-in.

FREELANCE CREATIVE**REMOTE** Connecticut & Texas teams

January 2023- September 2024

- **In Connected Marketing, CT. & TX.** Design digital and in-store campaigns for shopper marketing experience - Budweiser, Upfields, Deutsch Family wine, Dr Pepper, Keurig, Green Mountain Coffee

Other clients include:

August 2020

- **Meaningful Works, CA.** - Design social campaigns, emails and in-store sales material for Raley's Markets and 99¢ Stores.

- **Milk Sono Advertising Agency, CT.** Develop strategy and concept for new business pitch for Tequila brand.
- **Origin Studios, UT.** Create patterns for Sony Playstation merchandise
- **Conair Corporation CT.** Design trend boards, packaging for mirror and grooming products.
- **Regeneron Pharmaceuticals NY.** Design internal brochure for new sales associates.
- **John Cinti Designs CT.** Coordinate and schedule material samples to be sent to client for projects. Manage day-to-day timelines with vendors and contractors.

**TIMEX GROUP, SEQUEL INTERNATIONAL, Guess, Gc
Watches, Norwalk, CT****Associate Creative Director**, February 2007 – July 2020

Lead creative on brand vision for premium Gc watches, jewelry and small leather goods, producing and delivering global print and digital initiatives, cross-channel executions, from concept through successful launch.

Direct Report to Senior Vice President of Global Creative.

Motivate and lead team of designers, digital/print associates. Manage external resources and photographers.

- Hands-on creative ideation across all marketing platforms inclusive of advertising, branding, packaging, promotion, TV, digital and social media adhering to brand integrity, strategy and goals.
- Spearheaded re-branding with "Made in France" story resulting in increase of advertising spend by 50% in distributor key countries, boosting brand presence through outdoor, print, online, video and social platforms globally.
- Launched content creation for social platforms by creating a strategic mix of engaging story-telling content, animation and global targeting with local influencer program resulting in 45K increase of followers on Facebook and 60k on Instagram over the course of 3 months which exceeded goal for 2019.
- Maintained authenticity of brand by creating global brand standards to keep integrity across seasonal campaigns online and in store.
- Vigorous development of Smartwatch segment. Creation of branding, packaging, sales collateral, social content, DTC content, advertising and PR as full presentation sales package in 7 months from project start to launch.
- Increased audience engagement, enhancing animation



PROFESSIONAL EXPERIENCE (CONTINUED)

content on social platforms by cultivating techniques in-house to slash cost.

- Led cross-department collaboration in organizing projects, budget for photo shoots and seasonal campaigns, meeting deadlines with Paris based marketing team, social strategist based in UK, local photographers, videographers and freelancers.
- Authored engaging promotions for social and DTC website to grow brand visibility, drive sales on digital channels through impactful promotional landing pages and emails with call to action resulting in increased customer purchase by 25% during 3 month holiday period.
- Increased retail footprint by showcasing brand in more impactful areas of the store during key holiday periods resulting in increased sales and brand visibility by 15%.
- Created and supervised production of printed materials in support of product awareness, trade show creative, brand identity and sales both B2B and B2C focus. Results proved cost effective by reduction of 20%.

MILK ADVERTISING AGENCY Norwalk, CT

Senior Art Director/Creative Manager, 2004 - 2006

Pivotal role leading team in concept ideation and design execution across all stages of the creative process.

Organizing priorities and allocating resources based on client requirements, deadlines and budgets from concept to finish. Integral member in new business pitches, website launches, strategy and presentations.

CLIENTS: Nat Nast, Le Tigre, StressEraser, Dream Catcher Retreats, Tanner & Haley Destination Clubs

RYAN PARTNERSHIP, Wilton, CT

Art Director, 2003 - 2004

Credited with concept and design execution of multi-channel marketing promotions and collateral.

CLIENTS: Heineken, Nestle Waters (national brands), Dove, Campbell's and Caress

FUSION 5 INNOVATIVE MARKETING, Westport, CT

Art Director, 2002 - 2003

Credited with concept creation of innovative buzz campaigns, supporting events and PR campaigns.

CLIENTS: Chrysler, Jeep, HBO

DEB MERLINO DESIGN

Freelance Art Director, 2002 & 2006

Execution of concept and design from kickoff to completion of branding, promotional, and product/package projects.

CLIENTS:

- **Dory Design**, Norwalk, CT - Seasonal product brochure for Maclaren Strollers and baby care product line.
- **Tracy Locke Partnership**, Wilton, CT - New Starbucks products, Pepsi International and Mountain Dew
- **Playtex Products**, Westport, CT - Focus on design of all CPG products. Packaging, retail displays and promotional collateral for all corporate brands - Playtex Gloves, Banana Boat and Binaca.
- **Daymon Worldwide**, Greenwich, CT - Promotional execution for point of sale for private food labels including Hispanic

markets - Wegmans, Kroger, Publix.

- **Colangelo**, Darien, CT - Point of Sale collateral for Smirnoff, Guinness and Kraft
- **Ethan Allen**, Danbury, CT - Corporate branding and marketing materials for Ethan Allen Furniture and Ethan Allen Inn
- **Byte Interactive, Norwalk, CT** - Digital design of web pages for Nestle Waters Home Delivery and products

TECHNICAL PROFICIENCIES

Adobe Creative Suite

InDesign, Photoshop, Illustrator, After Effects, Adobe Acrobat, Keynote, XD

Figma

Microsoft Office Suite

Power Point, Word, Outlook, Excel

Project management platforms:

Workfront, Asana, Wrike

UX, UI

HARD & SOFT SKILLS

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| -Dedicated, hard-working, committed. | -Ensure quality and effectiveness |
| -Look at challenges as new opportunities. | -Foster a culture of creativity, innovation, and continuous learning |
| -Drive excellence in process and design disciplines | -Develop and execute creative strategies |
| -Lead a portfolio of clients creatively | -Mentor and develop team members |
| -Innovative creative strategies | -Stay informed on industry trends and advancements |
| -Manage the creative process from concept to completion | -Bilingual (English & Spanish) |
| -Communicate the rationale behind design choices | |

EDUCATION/PROFESSIONAL DEVELOPMENT

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Bachelors, Communication in New Media, Minor in Social Media

PARSONS SCHOOL OF DESIGN

Associates, Graphic Design