

## Summary of Qualifications

### Award winning Art Director whose portfolio includes:

Corporate Identity • Comprehensive Branding • Brochure & Catalog Design  
Advertising (traditional & digital) • Display Design • Packaging • Social Media •  
Photography & Photo Retouching

**Freelance**  
1997-present

**Created concept and design for a direct mail brochure that received a 5% return for Morristown law firm *Porzio, Bromberg & Newman*. Crafted a successful branding strategy positioning *The Magic Pot Fondue Bistro* to develop into a franchise.**

Freelance client list: Algonquin Arts; Benjamin Moore; Daily Grind Café; Diva Lounge; Earthborne Cosmetics; Luna Stage; The Magic Pot Fondue Bistro; Newark Safety Equipment; Party City; PIC Corporation; Porzio, Bromberg & Newman; Ruby; Sagebrush Restaurant.

**Lois Schneider Realtor**  
Creative Director  
2014-present

**Designed and launched a campaign to update the corporate brand, which was recognized by Leading Real Estate Companies of the World, an international network of market-leading independent residential brokerages, and awarded First Place for Company Branding and Property Advertising in 2015.** The role encompasses the branding and marketing for LSR as well as the design of property marketing materials including brochures, community advertising, social media, Facebook advertising and photography.

**Aaron Basha Corp.**  
Art Director  
2010-2014

**Introduced a new advertising campaign, which revived dormant relationships with national retailers.** Instituted a successful in-house Art Department and was responsible for the strategic direction, development and production of advertising campaigns, point-of-purchase, counter displays, social media, brochures and catalogs for an international jewelry brand. Assumed the role of Marketing Director, expanding the brand presence through focused advertising placement and marketing campaigns.

**Scott Kay, Inc.**  
Sr. Graphic Designer  
2007-2009

**Collaborated on the design and strategy of a product launch campaign, which increased retail visibility by 30%.** The position involved the design and development of marketing materials including advertising campaigns, email marketing, brochures and catalogs for high fashion and bridal jewelry. Additional responsibilities included managing the art department, directing photo shoots, going on press and photo-retouching.

**Aetrex Worldwide, Inc.**  
Creative Designer  
2004-2007

**Through successful design of a product re-launch campaign, sales increased by 7%. Reinforced brand recognition with the design and implementation the Aetrex corporate style guide.** Responsibilities included the concept and design of marketing materials including catalogs, brochures, ad campaigns, package design, sell sheets and trade show booth graphics for an internationally recognized shoe manufacturer.

**George Street Playhouse**  
Publications Manager  
1999-2000

**Designed the advertising campaign for the production of *Master Class* resulting in record high box office sales.** In-house graphic designer responsible for the design and production of original artwork for a series of five theatrical productions. Additional responsibilities included all theatre related printed materials, brochures, invitations and promotional mailings.

## Education

Thomas A. Edison State College, Trenton, NJ (2009) - Bachelor of Arts  
Fashion Institute of Technology, NYC (1995-1999)

## Design Awards

**Leading RE Companies of the World:** Branding & Property Advertising (2015)  
**NJ Ad Club 45th Annual Jersey Awards:** Brochure Design (2013)  
**NJ Ad Club 45th Annual Jersey Awards:** Collateral Marketing Material (2012)