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EXPERIENCE

Symbiome // Creative Director // Nov '22 - Present // New York, NY

"Symbiome's mission is to restore health, balance and resilience of our skin's microbiome."

At Symbiome, I lead the development of a strategy that guides all creative efforts in setting the look, tone, and feel for Symbiome. Establishing all-encompassing brand guidelines, to ensure consistency across all marketing platforms. By fostering a collaborative environment, I lead a team to ensure Symbiome's digital presence is consistently compelling, engaging, and cohesive. Guiding the conception and development of effective, high-quality, and data-driven media content that is culturally relevant, resonates with the target audience, promotes brand awareness, and drives conversions. Upon execution, I produce and oversee the production of photo and video content, working with the key stakeholders to manage budgets, while constantly pivoting and adapting to the start-up's everchanging objectives, deadlines, and budget constraints.

Carousel // Creative Director (Freelance) // Mar '22 - Nov '22 // New York, NY

Clients: Hot Tools, Claire's, Eight O'Clock Coffee, Amika

Estee Lauder Companies // Creative Director (Freelance) // Aug '21 - Mar '22 // New York, NY

Brands: M.A.C, Glamglow, Smashbox, Lab Series

Firstborn // Creative Director (Freelance) // Oct '20 - Apr '21 // New York, NY

Client: Peloton

Logitech Inc. // Creative Director / Strategist. // Apr '18 - Sept '19 // San Francisco, CA

Brands: Logitech Core, Logitech G, Ultimate Ears

Saatchi & Saatchi // Associate Creative Director. // Jan '15 - Aug '17 // New York, NY

Clients: P&G, Olay, Olay Whips, Olay Eyes, Olay Ultra Moisture Body Wash, Olay Ultra Moisture Body Bar

Arnold NYC // Associate Creative Director. // March '10 - Jan '15 // New York, NY

Clients: The Hershey Company: Hershey Bar, York Peppermint Patty, Jolly Rancher, Almond Joy and Mounds, Hershey Spreads, Lancaster. Unilever: Simple Skincare, Nexxus Salon Hair Care, Tribe Hummus, Sanofi: Lantus, NYU Langone Medical Center. Kao - Jergens

EDUCATION

Pratt Institute // Class of 2006 // New York, NY

BFA Communication Design, Specializing in Art Direction

SKILLS

Creative // Concept development, advertising, graphic design, art direction and creative direction, digital/social media content creation, TV / video and photo production, branding, identity, packaging design, digital publishing and app design

Technical // Adobe Creative Suite, G Suite, Figma, Sketch