

I'm a creative individual that is very sales and marketing focused and I work well with all facets of the business in order to deliver creative materials, web pages, and print collateral, with a highly developed sense of how to position my company's branding and key equities. In addition to managing teams in support of these goals, I am also very hands-on and a producer of materials, writer and creative director as well.

## Technical Summary

Windows 2000/XP/Win7

Adobe Creative Suite

- Photoshop
- Illustrator
- Acrobat
- InDesign
- Flash
- Dreamweaver

Microsoft Office

- PowerPoint
- Word
- Excel

HTML

CSS

XML

InstantDemo

## Education

B.A., History - Rutgers University, New Brunswick, NJ January 1994

Diploma, Web Design - The Chubb Institute, North Brunswick, NJ

June 2002

## Professional Summary

### ExpertPlan, Inc., East Windsor, NJ

*Director of Web Site Design and Development - 2009 to Present*

- Management responsibility for team with diverse disciplines
- Project leadership on new Web initiatives
- Print and electronic Marketing collateral development responsibilities
- Management of support team (for 9 months)

*Manager of Web Design- December 2005 to 2009*

- Manage team of web designers
- Develop strategic direction of website design based on current Internet trends.
- Provide tactical input and user experience feedback to java development team regarding site enhancement
- Organize detailed metrics for web design team for management reporting
- Provide technical support to sales and marketing teams

*Web Designer/IT Specialist - September 2002 to November 2005*

- Design and implementation of webpages for corporate and private label partners integrating with JSP
- Developer code.
- Sales proposal design, graphic design, copywriting and PDF production.
- Back-end data set-up and private label partner establishment Production Support
- Help Desk/User Support

### Tumi, Inc., South Plainfield, NJ

*Production Manager - September 2000 to January 2002*

- Managed corporate website to ensure accuracy of product and distribution and worked with management to
- determine website homepage and featured items.
- Managed launch of corporate asset management website.
- Managed production of corporate print and visual materials and ensured quality level met or exceeded corporate standards.
- Managed departmental production budget.
- Customized domestic U.S. marketing programs to meet international distributors needs in their markets.
- Collaborated with Director of Marketing, Communications Manager and Vice President of Marketing
- on overall marketing strategy and new product lines.

*Assistant Product Manager - September 1997 to August 2000*

- Managed co-op advertising budgets. Collaborated with VP Marketing on annual budgets.
- Managed and coordinated all product materials and collateral for two major product introductions.
- Managed all aspects of corporate trade show efforts: Marketing support, Inter-departmental coordination, construction and design

*Marketing Assistant - September 1995 to September 1997*

### Atlantic Lighting, Edison, NJ

*Sales/Marketing Assistant - April 1994 September 1995*