

ABOUT ME

An award-winning creative executive specializing in brand identity, branded content, and promotional marketing across all media. Creates collaborative, inspired environments that foster craft, consistency, confidence, and trust – both internally and externally. A strategic partner to executive leadership teams on determining brand vision, identity, and road maps, as well as providing hands-on leadership and support throughout project execution.

SELECT HIGHLIGHTS & ACHIEVEMENTS

- Led multiple global rebrands and brand refreshes for Comedy Central, shaping the brand voice, creative strategy, development, best practices, production, and roll-out across all media and platforms.
- Improves performance across multiple design teams by prioritizing collaboration, craft, professional development, and diversity, increasing the core strength, capacity, and versatility of each team.
- Prioritizes creative quality and consistency, resulting in over 50 promotional marketing awards for Art Direction and Design, including North America and Global Excellence Promax Awards, Clio Awards, and the 2018 Cannes Lions Grand Prix award for Experiential Outdoor Creative.

AREAS OF FOCUS

- Design & Creative Direction
- Brand Identity & Strategy
- Promotional Marketing
- Key Art + Show Packaging
- Executive Presentations
- Broadcast & Social Design Systems
- User Experience Optimization - UX/UI
- Workflow Management & Operations
- Positive Leadership & Mentoring
- Vendor Relations & Negotiations
- Pre/Post Production: Video & Art
- Expert-level Experience with Adobe Creative Suite: PSD, AI, AE, ID
- Well-versed in Cinema 4D, Premiere, Color Correction, and Retouching.

PROFESSIONAL EXPERIENCE

PARAMOUNT: BET Media Group New York, NY

Vice President of Design, Brand Creative / Brand Marketing: January 2022- present

Originally brought in as freelance Design Director (July 2021) to help finish and roll-out BET's global rebrand, then tapped to lead the in-house Brand Creative Design team as VP of Design, supporting BET, BET+, BET HER, and VH1.

- Provide design and operational leadership across all Brand Design and Promotional Marketing needs.
- Strengthen and grow the ~12 person design team across Production, Key Art, and Motion Design.
- Improve and maintain Best Practices and collaboration across departments, including style guides, presentation templates, asset management, and quality assurance.

GRFXFREAK CREATIVE SERVICES North Plainfield, NJ

Owner + Creative Director January 2021- present

Provide project-based Design, Branding and Creative Services across all mediums and platforms, including Logo Design, Brand Identity, Promotional Marketing, Presentation Design, Motion Graphic Design, and Operations.

VIACOMCBS: COMEDY CENTRAL New York, NY

Vice President of Design, Brand Creative / Brand Marketing: July 2012 – July 2020

Promoted to build an efficient, versatile, in-house design agency, including championing the development of new collaborative tools, processes, methods, and best practices across Comedy Central. Integrated 3 fragmented design teams, inspiring greater quality and consistency through collaboration. Led a team of 20 direct reports.

VIACOMCBS: COMEDY CENTRAL New York, NY *(continued)*

Vice President of Design, Brand Creative / Brand Marketing: July 2012 – July 2020

- Spearheaded global brand refreshes: shaping creative strategy, partner selection, research, pitches, executive reviews, production, best-practices, and roll-out across all platforms.
- Placed a strategic focus on cross-training and operational support, improving communication and collaboration across staff, contractors, and teams from multiple business units.
- Led the effort to manage 90% of all brand and promotional marketing related design needs internally, resulting in considerable annual cost savings.
- Improved collaboration between Show Execs, Talent, and Design teams to develop show logos, opening title sequences, and graphic packages, delivering cost savings along with award-winning results.
- Served as a strategic partner to multiple lines of business across all levels of the organization; secured buy-in from the Executive Leadership on numerous strategic, enterprise-wide initiatives.

Motion Graphic Design Director: May 2007 – July 2012

Led a 12-member team with oversight of design for Brand Creative Launch Campaigns and Promotions, as well as directing and producing show opens and packaging for Stand-Up Specials, New Series, Roasts, and Tent-Pole events.

- Promoted to fill a major gap following the departure of the Vice President of Design, ensuring the vision, strategies, and goals of the organization were consistently met.
- Increased bench strength and established a more extensive range of up-and-coming talent, prioritizing diversity, training, collaboration, and professional development throughout the organization.
- Played a key role in the development, strategic planning, and execution of the global rebrand in 2010 across all media, including establishing best practices, branding guidelines, and catalog art across all partner sites.
- Developed and optimized all NOC graphic elements and navigation systems, ensuring consistency, efficiency, and quality on each design project.

Art Director: April 2004 – May 2007

Served as Design Team Leader on all launch and promotional creative for network priorities. Improved quality and consistency through the development of graphic toolkits, brand style guides, workflows and best practices.

Sr. Graphic Designer: October 1998 – April 2004

Originally joined Comedy Central as a Designer, leading the development of concepts, design, and animation for show launches and broadcast promotions.

PRO-SOCIAL VOLUNTEER

City Green, Inc. – Board of Directors since 2006, currently serving as Vice President

City Green is a 501(c)3 urban farming and gardening organization working to revitalize urban areas through agriculture and educational programming. It offers practical, technical and financial resources in support of environmental stewardship, equitable access to healthy food, and ecologically sustainable communities. For more, go to <http://citygreenonline.org> or follow them @citygreennj on Instagram.

EDUCATION

Rutgers University:

- Bachelor of Fine Arts: Graphic Design
- Bachelor of Science: Political Science
- Phi Beta Kappa Honors Society