

ABOUT ME

Award-winning creative executive with 20+ years leading global brand identity, design strategy, and promotional marketing across television, streaming, print, and digital platforms. Trusted advisor to executive leadership, shaping creative vision and driving enterprise-wide brand initiatives. Skilled at building high-performing teams, leading large-scale rebrands, elevating creative quality and collaboration, and delivering measurable business impact. Recognized with over 50 major industry design and marketing awards — including Cannes Lions Grand Prix, Clio and Promax Global Excellence honors.

SIGNATURE ACHIEVEMENTS

- **Global Rebrands:** Directed full-scale identity refreshes for Comedy Central and BET Media Group, shaping strategy, execution, and rollout across international markets.
- **Creative Leadership:** Built and scaled in-house design teams of 20+, integrating fragmented units into cohesive, award-winning creative operations.
- **Operational Efficiency:** Drove 85% of design work in-house at Comedy Central, producing major annual cost savings while maintaining brand integrity and increasing creative collaboration.
- **Industry Recognition:** Creative consistently honored at the highest levels, including Cannes Lions, Clio and Promax.

CORE COMPETENCIES

Brand Strategy • Creative Direction • 360 Promotional Marketing • Design Systems • Key Art • Promo Packaging • Logos & Opening Title Sequences • Executive Presentations • Team Building & Mentorship • Workflow Optimization • M&A/Restructure Leadership • Vendor Partnerships • Adobe Creative Suite (PS, AI, AE, ID, PR) • Cinema 4D

PROFESSIONAL EXPERIENCE

Paramount: BET Media Group New York, NY

Vice President of Design, Brand Creative / Brand Marketing July 2021 – Sept 2025

- Championed the completion and implementation of BET's 2021 global rebrand across all platforms.
- Directed creative strategy and execution for multi-platform brand and promotional marketing campaigns, ensuring consistent, high-quality user / viewer experiences across BET, BET+, BETX, BET HER, and VH1.
- Scaled and strengthened design operations — expanding Production, Key Art and Motion Design capabilities, streamlined roles & responsibilities and elevated creative output.
- Standardized brand practices with cross-departmental style guides, coordinated asset distribution and presentation templates — streamlining collaboration and improving brand communications.
- Sustained team morale, engagement and productivity through multiple reorganizations, preserving creative excellence during corporate transitions.

GRFXFREAK Creative Services North Plainfield, NJ

Owner + Creative Director 2021–Present

- Provide project-based design, branding, and creative direction across platforms, including logo design, brand identity, promotional marketing, motion graphics, and presentations.

ViacomCBS: Comedy Central New York, NY
Vice President of Design, Brand Creative / Brand Marketing 2012–2020

- Orchestrated global brand refreshes, overseeing creative strategy, executive alignment, partner selection, and campaign rollout across international markets.
- Built a collaborative design culture through training programs and workflow innovations, improving team communication and performance across departments and contractors.
- Reduced reliance on external agencies by managing 85% of brand design needs in-house, generating significant cost savings while maintaining award-winning standards.
- Partnered with Show Executives and Talent to deliver logos, title sequences, and graphic packages that elevated brand identity and reduced production costs.
- Acted as a strategic partner to executive leadership, securing buy-in for enterprise-wide design and branding initiatives.

Motion Graphic Design Director 2007–2012

- Promoted to lead a 12-member team, directing design for brand identity, launch campaigns and tentpole events.
- Key contributor to the 2010 global rebrand, Key Art branding system and cross-platform UX / UI standards.
- Mentored and grew emerging talent, fostering diverse skills and collaboration.

Art Director 2004–2007

- Directed design for show launch campaigns, developed brand toolkits, style guides and workflow enhancements.

Senior Graphic Designer 1998–2004

- Developed visual identities and motion design for high-profile launches and promotions, shaping Comedy Central's evolving brand presence.

AWARDS & RECOGNITION

- Cannes Lions Grand Prix (2018) – Experiential Outdoor Creative.
- Clio Awards – Multiple wins for Art Direction, Design and Promotional Marketing.
- Promax North America & Global Excellence Awards: 50+ wins for Design & Promotional Marketing Excellence.
- Served as Judge for numerous Promax/GEMA, ADC, and Clio Award Design Juries.

LEADERSHIP & COMMUNITY ENGAGEMENT

City Green, Inc. | Board of Directors (Vice President) – Since 2006

Non-profit focused on urban farming, environmental stewardship, and equitable access to healthy food.

EDUCATION

Rutgers University – Bachelor of Fine Arts, Graphic Design / Bachelor of Science, Political Science
Phi Beta Kappa Honors Society