

## Summary

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Dynamic, results-driven Creative Director and Brand Champion driving change through brand elevation, creative vision, and strategic leadership. Poised to lead your communications and creative vision as we make a difference, ensure meaningful end-to-end brand experiences, and move your business forward.

## Highlights

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### Brand Elevation

- Launched Ortho as a fully independent brand post carve-out from Johnson & Johnson, increasing Ortho's NPS score from 39 to 70 over three years and winning coveted brand renovation awards
- Reshaped the global ETS brand and product brands vision, establishing brand guidelines, value propositions, and brand training for global channels to build better emotional connections with audiences
- Accelerated agency brands including A&E, AT&T, BellSouth, Benjamin Moore, Broadbeam, Coldwell Banker, DuPont, FoodTown, Johnson & Johnson, Maxim Group, Mercedes-Benz, Multimedia Entertainment, Newsweek International, Roma Foods, Spirits Unlimited, and more

### Creative Excellence

- Amplified my creative vision of empathy by developing messages, social media, digital experiences (websites, emails, motion graphics, and video), customer personas and journey-mapping, UX, print, implemented process improvements, built and directed cross-functional teams, led global brand oversight and training, copywriting, and art direction while winning dozens of awards
- Mentored talented creative professionals to realize their full potential as effective creative leaders
- Founded an award-winning, full-service marketing and creative agency that built established brands and successfully launched new companies

### Thought Leadership

- Directed high-performing communications teams to excel as I led marcom, corporate communications, internal and external communications, brand direction, creative direction, C-suite positioning and presentations, and client relationships
- Increased ETS market share by convincing 1,000+ top business schools to change behavior and accept GRE for admissions; used marketing and creative strategies to take market share away from the competitor GMAT
- Fostered accessibility, customer experience, and brand building as a senior leader on websites, working within an Agile methodology, assuring 508 and WCAG AA standards compliance

### Resource Management

- Shaved 5% off my \$4MM budget while effectively resourcing staffing, professional development, training, conferences, vendors, supplies, and the overall marketing spend for product strategic business units
- Motivated teams to create award-winning work in nearly every medium for promotions, advertising, direct marketing, social media, video, print, digital marketing, B2B, and B2C
- Drove annual departmental objectives and measures, reviewed staff, and crafted professional development plans for 35+ designers, writers, video specialists, and project planners

## Certifications

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|-------------------------|---------------------|----------------|---|
| • Agile Foundations     | • UX Design         | • PowerPoint   | • Responsive HTML Emails                  |
| • Six Sigma Foundations | • HTML Essentials   | • InVision     | • Design Thinking Foundations             |
| • CSS Essentials        | • Adobe CC          | • Infographics | • Marketing Communications                |
| • Usability Testing     | • Digital Marketing | • Scrum Basics | • Customer Experience:<br>Journey Mapping |
| • After Effects         | • Social Media      |                |   |

## Education

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Bachelor of Arts in Graphic Design, Rutgers University, Newark, NJ

## Experience

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### **May 2016 – Present • Ortho Clinical Diagnostics, Raritan, NJ**

Lead the global center of excellence I created as Director of Creative and Brand, launching Ortho as a fully independent brand post carve-out from Johnson & Johnson:

- Empower and guide global stakeholders to amplify my creative vision and brand strategy with a comprehensive suite of assets (core messaging, templates, guidelines, and photo library)
- Grow brand reputation through strategic social media and events vision, customer-focused web development, and collateral to increase Ortho's NPS score from 39 to 70 over three years
- Consistently win prestigious industry awards including an International Stevie Award for brand renovation, Economic Times Best Asian Healthcare Brands Award, and an IABC Gold Quill Award

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### **August 2005 – May 2016 • ETS, Princeton, NJ**

**May 2015** — Promoted to Director of Creative Services and Multimedia Initiatives, improving brand reputation and engagement by leading the team to create compelling video and motion graphics content for social media, websites, presentations, and events

**December 2006** — Promoted to Director of Creative Services, driving creative and brand strategy:

- Controlled a multifaceted annual \$4MM budget, staying under spend by 5%
- Directed agencies to create branded and trademark-protected work as the global brand liaison
- Mentored and directed a staff of 35+ designers, writers, project planners, proofreaders, and department managers to create award-winning integrated campaigns in all media for corporate brand, product brands, and launch of new products

**August 2005** — Hired as Art Director for the leading global educational research and solutions organization, directing a staff of six designers.

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### **September 2001 – August 2005 • Splinter Group, LLC, Sayreville, NJ**

As Partner and Creative Director for my award-winning agency:

- Bolstered client roster through new business generation and drove brand strategy and creative vision for advertising, digital and direct marketing, collateral, corporate identity, promotions, and new media
- Attracted a prestigious client base that included Benjamin Moore, Broadbeam, Bronx Lebanon Hospital Center, DuPont, Comstar Interactive, Maxim Group, Norkus Foodtown, Roma Foods, Spirits Unlimited, and Star Micronics

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### **Additional Agency Experience, New York & New Jersey**

Creative Group Head, leading the creative team on the AT&T PrePaid account:

- Increased the core business of AT&T PrePaid Phone Cards while launching two new retail products under the AT&T PrePaid umbrella (prepaid Internet and prepaid micropayment cards)
- Spearheaded the agency creative in joining AT&T to pitch and win the Walmart business

Built brands for agency clients including A&E Video, BellSouth, Coldwell Banker, DuPont, Johnson & Johnson, Lawson Mardon Packaging, Lipton, Lucent Technologies, McCormick, Multimedia Entertainment, Peterson's, Refron, Wheaton Science, UJA, and more.

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## Awards

Original work, articles, and awards featured in leading industry publications:

- *How's Best Self-Promotions*
- American Inhouse Design Award(s)
- Dale Carnegie Leadership Innovation Award
- American Graphic Design Award(s)
- *Step-by-Step Electronic Design*
- Print's Regional Design Award
- *Fresh Ideas in Photoshop*
- *Best Holiday & Seasonal Promotions*
- GDUSA: People to Watch
- Creativity 27 Award
- *Publish Magazine*
- ASTRA Award(s)
- Hermes International Creative Award(s)
- Ortho Leadership Award for Increasing Ortho's Brand Consistency Globally
- International Stevie Award for Brand Renovation
- IABC Gold Quill Award