

Experience

Amazon.com - Comixology, New York, NY [1/2016 — 4/2023]

Senior Art Director and Creative Marketing Manager [4/2017 — 4/2023]

- Defined the creative strategy and direction for all 360 marketing campaigns on a global scale from initial concepts and storyboarding to final deliverables inclusive of all static web graphics, video, GIFs, and OOH materials from subway ads to billboards
- Managed all internal and external designers while overseeing all deliverables to ensure assets were cohesive and representative of the Comixology brand, business, and project objectives
- Worked closely with the Head of Content, editors, and comic creators to ensure all Comixology Originals books and marketing materials supported Comixology Originals business objectives and brand cohesiveness
- Worked with the UX team to ensure brand cohesiveness across the Comixology mobile and web experiences as well as the Comixology app on iOS and Android
- Defined the strategy for and managed all large scale public facing company events like Comic-Con International: San Diego and New York Comic-Con from concept to creation as well as on-site activations, and any cross-team Amazon partnerships
- Maintained annual creative marketing budget, vendor contracts, purchase orders, and invoices for all external partners
- Worked closely with the Comixology PR agency to map out media and event tactics that focused on and supported company initiatives, marketing campaigns, and book releases while recruiting talent for any appearances
- Led the Comixology branding refresh initiative that assessed brand equity and sentiment in order to re-evaluate and refresh the current brand voice, tone, and visual identity while also developing and managing updates to the Comixology brand book
- Maintained an active presence at all senior leadership meetings within the Comixology organization while frequently liaising with senior leaders across Kindle, Prime Video, and IMDb
- Regularly contributed to Comixology MBR and OP1 documents as the single threaded leader for branding and creative marketing tactics
- Responsible for writing and distributing RFP documents to social, experiential, PR, and paid marketing agencies as well as writing all subsequent SOW documents for any winning bids

Visual Design Manager, Marketing [1/2016 — 4/2017]

- Designed creative assets for email campaigns for both acquisition and retention based Comixology emails
- Coded and packaged daily marketing emails for the Email Marketing Manager for deployment to customers
- Produced and co-hosted a weekly Facebook Live show centered around comic industry news and weekly new releases
- Produced, wrote, and co-hosted monthly videos for paid marketing acquisition campaigns on Facebook that focused on current comic book/entertainment tie-ins
- Represented Comixology at all comic-conventions as a panelist and talent interviewer
- Designed all creative assets for daily marketing emails, weekly comic book release merchandising, and weekly sales merchandising
- Managed the design team asset request queue and distributed work amongst team members according to workload

Regeneron Pharmaceuticals Inc., Tarrytown, NY [6/2013 — 12/2015]

Graphic Designer, Media & Creative Services

- Designed media for digital display advertisements at all Regeneron campuses that focused on company-wide initiatives, celebrations, and HR information
- Worked with the Regeneron Marketing Team to develop strategic communication plans for company initiatives
- Re-designed and modernized Regeneron presentation templates
- Partnered with various internal teams to create, design, and deploy monthly email newsletters
- Designed new logos for the Regeneron Genetics Center out of a competitive set of internal and external designs
- Created multiple internal team logos that aligned with the Regeneron brand identity
- Storyboarded and conceptualized ideas for laboratory video tours throughout the Tarrytown facility
- Organized photoshoots and developed shot list to build stock imagery portfolio

Education

S.I. Newhouse School of Public Communications [July 2012]

Syracuse University

M.A. Advertising

Rensselaer Polytechnic Institute [May 2010]

B.S. Electronic Media, Arts, and Communication

Skills

Creative Direction

- Develops creative strategy for brand development and marketing communications while ensuring creative cohesiveness across all touchpoints and deliverables

Mastery of Adobe Creative Suite - Photoshop, Illustrator, InDesign, Dreamweaver

- Logo design, stationary packages, brochure design, magazine layout, infographics
- Photo retouching, email design and slicing, web ads, asset optimization, UX design and layouts for desktop, mobile, and tablet
- Web design, working knowledge of HTML/CSS

Sketch, InVision

- Wireframing and visual design of mobile and web layouts
- Prototyping and testing the basic functionality of UX designs

Project Management

- Manage projects including document outlines, timelines, deliverables, execution, and success metrics

Writing and editing

- Document writing and editing for any initiatives requiring buy-in or alignment from leadership executives
- Script writing for marketing videos and interview question writing

Efficiency/Automation

- Streamlining archaic systems and workflows to maximize productivity and efficiency while reducing churn

Leadership

- Take initiative to motivate team members by maintaining an infectious positive spirit in meetings while being mindful of celebrating team and company milestones
- Maintain inclusivity at all levels of job function to ensure share of voice and experience

Adaptability

- Uses educational resources both internal and external to continuously improve skills and add new ones
- Takes on responsibilities when resources are constantly shifted

Attention to detail

- Insist on maintaining the highest standards in individual, team, or company-wide projects