

EXPERIENCE

Manager of Online Creative and Brand Development, May 2010-Present

EF College Break

- Articulate brand strategy and brand attributes that inspire and guide new design objectives
- Manage project schedules, messaging and online strategies
- Design multi-channel digital strategies and experiences
- Ensure consistency among web, print, and online media
- Manage landing pages and creative online testing

Web Designer, May 2006-May 2010

EF College Break—Tours Creative Group Boston, MA

- Responsible for the conceptual design and branding of current website
- Create and execution of all new and existing web pages and landing pages, Facebook assets
- Ensure consistency among web, print, and online media
- Assist with overall web strategy, particularly in areas of consistency, logic and navigation
- Manage e-mail campaigns from start to finish. Strategize, design, code and send relevant e-mail marketing
- Guarantee quality assurance of website and landing pages
- Design posters, T-shirts and other marketing materials as needed

Freelance Designer, May 2006-Present

Wide range of design projects and mediums with clients including Ski.com, Lloyd Industries, Info Solutions LLC and Dr. Nancy Turner D.C.

Web Design Intern, January 2006-May 2006

EF College Break

- Work directly with Senior Web Designer for EF Institute to learn EF branding principles.
- Produce and optimize web assets
- Create original flash animations for homepage
- Design newsletter templates, web pages and promotional posters

EDUCATION

Emmanuel College, Boston MA
Bachelor of Fine Arts in Graphic Design, May 2006
Studied art history abroad in Florence, Italy Spring 2005

RECOGNITION

Graduated with distinction in the field of graphic design

DESIGN VOLUNTEER

United Nations for Greater Boston, Boston Cares, The Neutral Development Project, Medway Community Farm and Tackle ALS

DIGITAL SKILLS

Adobe Creative Suite, QuarkXPress 7, Adobe Dreamweaver 8, HTML, Adobe Flash, Microsoft Office Suite, PC and Macintosh Platforms

HAND SKILLS

Photography, silkscreening and sewing