



EMPLOYMENT

1/05 – present

Bernard Hodes Group | New York, NY

Part of Omnicom Group Inc., Diversified Agency Services
Promoted to **Regional Creative Director** – 10/10
Promoted to **Creative Director** – 1/08
Named **Associate Creative Director** – 1/05

Achievements:

- Named twice to the “HodesHonors” Honor Roll, a peer-nominated program recognizing outstanding dedication to the company’s mission and values

Responsibilities include the tasks and duties executed at the Melville branch, as well as:

- Spearheading award-winning recruitment, branding and employee communication initiatives for clients such as AIG, Novartis, NYC Department of Correction, Tiffany & Co., North Shore-LIJ Health System and WellPoint
- Crafting unique creative strategies and implementing successfully targeted multi-media solutions (collateral, Web design and broadcast) that can be validated through metrics
- Planning and establishing a new streamlined region-based structure better equipped to provide full creative support throughout the Northeast branches and beyond
- Increasing profitability through the management of client expectations, project tracking and quoting schedules
- Interviewing, hiring, supervising and mentoring of staff designers and writers
- Promoting partnerships with clients’ human resources, marketing and communications departments
- Coordinating and dynamically directing client photo shoots
- Participating in company-wide workshops and conferences as a facilitator, speaker and presenter
- Utilizing primary and secondary research along with client collaboration to identify: a) the particular business problem, and b) the profile of candidates best suited to the company’s mission and culture

6/98 – 1/05

Bernard Hodes Group | Melville, NY

Part of Omnicom Group Inc., Diversified Agency Services
Promoted to **Creative Director** – 11/00
Promoted to **Studio Manager** – 9/98
Hired as **Graphic Designer** – 6/98

- Developing employment brands, creative concepts and strategies for all current and new client initiatives
- Designing and producing brochures, direct mail, magazine ads, trade show booths, employee referral programs, Web banners/pages, presentations, logos and other forms of collateral for clients in numerous industries
- Copywriting
- Delivering effective creative presentations
- Quoting projects, determining budgets and orchestrating workflow in department
- Serving as liaison between branch manager, copywriter, artists, account executives, stock photo companies, printers and other vendors

12/97 – 6/98

Nassau Community Newspaper Group, Inc. | Mineola, NY

Graphic Designer

- Ad/promotions design
- Paste-up, pagination and layout
- Proofing of legals

FREELANCE

Branding and design deliverables for clients including:

- Alzheimer’s Foundation of America
- Dance Theatre of Harlem
- The Hunter College Public Service Scholar Program
- Malverne Merchants and Professional Association
- New York Council on Adoptable Children, Inc.
- Center for Family Life
- Jack of Spades Clothing
- The Printers Ink, Ltd.
- CPAmerica

EDUCATION

1999 – 2000
1997 – 1998
1997 – 1998
1988 – 1992

Hofstra University | Hempstead, NY

Certificate Program in Web Design
(HTML and JavaScript)

The Center for Desktop Publishing | Garden City, NY

Certificate Programs in QuarkXPress,
Adobe Photoshop and Adobe Illustrator

New York Institute of Technology | Westbury, NY

Bachelor of Fine Arts, Design Graphics
Summa Cum Laude
Achievements:

- Graduate Award in Design Graphics
- Member of the Nu Epsilon Tau Honor Society
- Art Directors’ Club of Long Island Poster Contest finalist

Training included:

- Architectural studies
- Ad and package design
- Paste-up
- Drafting
- Illustration

PROGRAM KNOWLEDGE

- QuarkXPress
- Adobe Creative Suite:
Illustrator, Photoshop and InDesign
- Microsoft Office:
Word, PowerPoint, Excel and Outlook
- Flash
- Dreamweaver
- HTML and CSS