

EXPERIENCE

The Nielsen Company - New York, NY

February 2008 to Present

Interactive Designer

- Responsible for the design and development of websites to compliment over 40 brands of Nielsen Business Media including Billboard, Adweek, The Hollywood Reporter and Mediaweek.
- Collaborated with sales directors to create sell sheets, animated flash ads, print ads, and eNewsletters in order to promote traffic to all Nielsen Business Media websites.
- Worked with marketing team to create brand presentations to spread brand awareness to potential advertisers.
- Designed the layout for the marketing group's 2008 Strategic Plan that was presented to the President of Nielsen Business Media.
- Print ads created for Media Job Market placed in half and full page units in Adweek, Editor & Publisher, and for the American Advertising Federation.

Sidewinder Multimedia, LLC - Springfield, NJ

October 2006 to Present

Director

- Designed websites for a wide range of clients including: The New Jersey Crime Victims' Law Center, Pompelio Foreman & Gray Lawfirm, and Miss Sixties Vintage Shop.
- Continued freelance for Authentidate on a wide range of marketing projects including logo design, and creation of a new ExpressMD Solutions website.
- Managed sub-contractor for backend development for projects including an online shopping cart system, and a CMS (content management system).
- Developed print magazine for the New Jersey Crime Victims' Law Center.

Authentidate Holding Corp - Berkeley Heights, NJ

October 2007 - February 2008

Graphic Designer

- Designed internet programs from start to execution for Authentidate's healthcare clients. Some projects include: an eOrder process, registration pages, as well as an interactive CD distributed to healthcare professionals.

Interactive Media Associates - Parsippany, NJ

July 2007 - October 2007

Web Graphic Designer

- Responsibilities included the design, development, SEO (search engine optimization), and execution of websites using Adobe Creative Suite, html, and css.

Reed Business Information (now Advantage Business Media) - Rockaway, NJ

May 2006 - July 2007

New Media Designer

- Assisted the creative director in the re-design of multiple Advantage Business Media websites to include new advertising opportunities which improved sales throughout the brands.

EDUCATION & SKILLS

University of South Carolina - Columbia, SC

2002-2006, B.A. Media Arts

GPA: 3.754, Cum Laude

- Deans List (all semesters), Alpha Lambda Delta Honor Society, NSCS, Nominated for Whos Who Among College Universities
- HTML, CSS table-less design, Adobe CS3 - Photoshop, Flash, InDesign, Dreamweaver, Illustrator), Final Cut Pro, Premiere Pro, Acrobat, Mac & Windows platforms, light Actionsript, light Javascript, Powerpoint.