



> PROFESSIONAL SUMMARY

My background is unique, from art directing for worldwide advertising agencies, designing and creating a product with renowned success to being the CMO of a start-up branding and marketing agency. I am hands on and always staying ahead of the curve on trends, design, ideas and the latest technology and have a BFA from the Rhode Island School of Design. I have adapted and reinvented myself through the years, but my desire to create impactful work, in all its many forms will always stay true.

> CORE COMPETENCIES

- **Creative Direction, Art Direction & Designer** – I have been working in the advertising and design field for over 30 years. I am a true designer and always strive for something well-designed and on target. I am also a great creative leader – I've collaborated and lead teams of graphic designers, writers, content creators, photographers and video/film directors. I know how to lead a team and give direction as a cohesive group because I know what it takes to get the job done. I have great presentation skills whether to a few people or for the entire board of directors.
- **Expert Level Software Proficiency** – All current Adobe Creative Suite applications including Indesign, Illustrator, Photoshop, Express, XD & Premiere. All Apple applications including Keynote, Numbers and Pages. All Microsoft Office applications including Word, PowerPoint, Excel.
- **Digital** – I am an Apple and Google Play Developer. I am proficient in designing and building in WordPress to construct websites, apps, banners, e-blasts, and templates. Back-End Google Analytics and Reporting. Extensive knowledge in the creation and proper format of assets. Social content development: Building Facebook, LinkedIn, Twitter and Instagram campaigns and content planning and creation. Design in various other platforms like MailChimp and Squarespace.
- **Product Design** – R&D, Full-Scale Workable Prototypes, Production Specing and Costing, Packaging, Point-of-Purchase Display Design, Final Artwork, Product Spokesperson, Overseas Transportation and Warehouse Tracking.
- **Video** – Art Direction, Writing, Storyboards and Editing.
- **Illustration/Painting** – Infographics, Icons, Storyboards and Fine Art Painting.
- **Print Production** – Extensive knowledge of printing processes and how to take a project from concept through completion.

> PROFESSIONAL EXPERIENCE

Public Communications Inc. (PCI), Chicago, IL, October 2019-Present

Creative Director and Graphic Designer

My Role: Creative direction and visual communications for all sectors in the agency, both for client and internal communications.

Agency Expertise: Healthcare | Associations | Nonprofit and Government | Wildlife Care and Conservation

Specializing: Advertising Campaigns (Print, Digital and Outdoor), Annual Meeting and Conference Materials, Annual Reports (Print and Video), B2B and C2C Toolkits, Brand Identity and Guidelines, Campaign Branding, Case for Support Programs, Email Marketing Design, Infographics, Interactive PDFs, Integrated Branding Campaigns, Marketing Materials, Podcast Graphics, Posters, Presentations, Public Awareness Campaigns, Signage, Social Media Graphics, Training Materials, Videos, Website (Design and Build), Interactive Digital Workbooks and Workshop Branding

Talbot 3 LLC, Chicago, IL, 2013-Present

Owner/Creative Director

My Role: Providing design and art direction services for a variety of advertising agencies, design agencies and clients on a contract or freelance basis; concept to completion.

Specializing: Advertising Campaigns (B2B & B2C/ Print and Digital), Annual Meeting and Conference Materials, Annual Reports (Print and Video), App Design and Build, Brand Identity and Guidelines, Campaign Branding, Catalogs, Collateral, Corporate Meeting & Complex Events (Stage & Booth Design), e-vites, Infographics, Magazine Layout, Marketing Materials, New Business Pitches, Newsletters (Digital and Print), Presentations, Signage, Social Media Graphics, Trade Show Graphics, Videos and Website (Design and Build)

Browne & Brand, Chicago, IL, 2017-2019

Chief Marketing Officer

My Role: As CMO and founding member, I ensured excellence in marketing operations and execution of all creative and marketing endeavours both for our clients and our own strategic positioning and growth. Led production teams and designers from beginning-to-end in fulfilling our creative products specializing in recruitment including digital, video, and website & app programming.

Design and art direction expertise includes:

Website Design + Development, App Design + Development, Brand Identity + Systems, UI/UX Strategy, Digital + Social Asset Creation, Print Design, Advertising (traditional and social), Presentations, Trade Show Materials, Video Concepting and Production.

> PROFESSIONAL EXPERIENCE (CONTINUED)

EG Workforce Solutions, Chicago, IL, 2015-2017

Chief Marketing Officer

My Role: As CMO, I was the sole force in marketing and branding plus creating and maintaining innovative products.

Specializing: My marketing and advertising responsibilities included new company branding, website design & maintenance, social media (original content creation), company blogs, videos, recruitment advertising, company-wide presentations, company-wide collateral and trade show booth design and creation. Advertising includes social media, outdoor, magazine and specialty print. I worked with Executive Teams towards creating new products, CRM strategies and thought leadership creation. I was also responsible for quarterly meeting presentations, both writing and designing, strategic planning for the marketing department and leadership meetings which helped shape the future of the company.

Kidzaw, Oak Park, IL, 2011-2014

Owner/Chief Creative Director: Inventor & Head of R&D, Design, Marketing and Production

My Role: I created, produced and marketed children's art products that were on "Vogue's Top 10 Gifts of the Year", won "ASTRA's Best New Toy", sold internationally, at every major museum in the country, and has sold in major retailers including Barnes & Noble, Bed, Bath & Beyond and Toys R Us.

Specializing:

- **Strategy & Marketing:** Business Plans, Sales, Press Releases, Line Sheets, Catalogs - online & print, Product Coding & Tacking - e-Commerce & Retail Stores, Retail Representative, Spokesperson, Manufacturing & Cost Management.
- **Creative:** Advertising, Writer & Designer. Packaging - Design & Overseas Production, Trade Show - Design & Build, Social Media - Content, Build & Tracking Website - Design, Build & Maintaining, Illustration.

Central Coast Agency, Oak Park, IL, 2005-2007

Executive Creative Director

My Role: As ECD, I led the team in all aspects of creative work, new business pitching and client relations and presentation.

Specializing: Print Advertising, Websites, Videos, Marketing Materials & Presentations, Product Design & Developing, Package Design and POP

Clients Included: Bretford, FLOR, Martha Stewart and NTT Communications +

Foote Cone & Belding, Chicago, IL, 1998-2002

Senior Art Director

My Role: I collaborated with writers to develop campaigns and presenting all work to client and responsible for producing selected work from production to final

Specializing: Brand Advertising including Print, TV and Outdoor + Campaign Systems

Clients Included: S.C. Johnson, Quaker Oats Company, Coors Brewing Company, Kraft Foods, Children's Memorial Hospital, Sara Lee, Archer Daniels Midland, and New Business Pitch Team +

Foote Cone & Belding Direct / FCB-ICG, Chicago, IL, 1995-1998

Associate Creative Director

My Role: As ACD, I was responsible for conceiving, design, presentation and final delivery.

Specializing: Brand & direct advertising including Print, Direct Mail, TV & Web Design

Clients Included: American Bankers Association, American Dental Association, Blue Cross Blue Shield, Diners Club, Encyclopædia Britannica, H&R Block, Compuserve Visa and Webcard Visa, Illinois Bureau of Tourism, Wisconsin Milk Marketing Board and part of the New Business Pitch Team +

Preston Davis West, Los Angeles, CA, 1992-1995

Art Director

My Role: I worked closely with the ECD on projects including large scale pre-press production, proto-typing and office software development

Specializing: Brand & trade advertising including print, packaging, POP & collateral

Clients Included: Alpine Electronics, Bell Helmets, Jubileum Alcohol, La Gear, Live Home Video, MCA Universal, Nintendo, Nissan Parts & Accessories, The Walt Disney Co., Univega Bicycles, Vance & Hines Exhausts, Virgin Megastores +

> EDUCATION AND CREDENTIALS

Rhode Island School of Design, Bachelor of Fine Arts/Illustration, 1987-1990

Brown University, Economics Studies, 1989-1990

Endicott College, Associate of Science/Graphic Design, 1985-1987

Honors

Phi Theta Kappa Honor Society

Graduated Magna Cum Laude

> AWARDS AND HONORS

- ASTRA Best Toys For Kids Winner
- Family Fun Magazine "Best New Toys"
- Canadian Family Magazine "Best New Finds"
- Vogue Most Wanted Gift List
- Daily Candy Featured Product
- NYIGF Best New Product Winner TOYS
- Blue+8, Art Show
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- W3 Awards, Silver, Website Homepage Design
- "Gold" Healthcare Advertising Awards — Magazine Children's Memorial Hospital "Where Kids Come First"
- "Silver" Healthcare Advertising Awards — Television Children's Memorial Hospital "Wouldn't it be...?":30
- Tempo Award, First Place, Broadcast
- Tempo Award, First Place, Direct Marketing
- Tempo Award, Third Place, Direct Mail

> VOLUNTEERING

The Ounce of Prevention Fund, 2010-2016

Now, part of The Chicago Housing Authority (CHA)/Charles A. Hayes Family Investment Center

About: Gives at-risk children, from birth to 5 years, the best chance of success in school and in life by advocating early childhood education.

My Role: Volunteer pre-school art teacher at Educare Chicago, IL. I developed an art curriculum to expose children to Master Artists and also taught them techniques to mimic the master artist to create their own art. I then used the artwork to create annual holiday cards that, in turn, raised money for The Ounce of Prevention Fund.