

experience:

2017 – Present

Senior Manager, The Institute of Internal Auditors, Global HQ, Lake Mary, FL.

I lead a creative team of graphic designers, copywriters, videographers and production managers. I oversee all creative development for national and international clients including over 170 countries, focusing on membership, training and conferences globally. Concepted and created rebrand of organization. Launched worldwide Q1 2022.

2005 – 2016

Creative Director, Kreinest + Associates, Jacksonville, FL.

VyStar Credit Union, BD Biosciences, H&R Block, Sony Biotechnology, Ruby Tuesday

Upon arriving at Kreinest + Associates, I created a guerrilla campaign for VyStar Credit Union that increased member acquisitions by 300% during their Downtown Grand Opening period. Played major role in winning Sony Biotechnology account through a successful series of integrated marketing campaigns. I led a creative team with a client-centric philosophy that requires the creative product to be measured not through awards, but how well it works to achieve the client's goals. I oversaw all creative development at Kreinest + Associates and was responsible for the management of all creative and production resources.

2003 – 2005

Associate Creative Director, Thomas Advertising, Exton, PA.

GMAC Mortgage, PECO, Mercedes-Benz, Porsche, MAB Paints

Played integral role on all agency accounts, including lead role in new business pitches. Re-branded agency's largest account, GMAC Mortgage.

2000 – 2003

Associate Creative Director, The Anderson Group, Sinking Spring, PA.

AT&T, UGI, Bank of America, National Penn Bank, Tetra Pond, United Way

Hired to restructure and re-shape an average agency into an award winning agency. We then successfully landed several new accounts including Bank of America. Also created the agency's pro-bono workshop.

1990 – 2000

Senior Art Director, Stoner Bunting Advertising, Lancaster, PA.

DuPont, Pfaltzgraff, Wood-Mode, DeLonghi, United Way, Coors Brewing Co., Tulikivi

Led collateral group on agency's largest account, DuPont Stainmaster Carpet. Concepted and art directed DuPont's Annual trade show events in Las Vegas, Nevada. Re-branded and re-designed a DuPont Stainmaster retail store in Mesa, Arizona which became the model for stores nationwide.

1993 – 1995

Adjunct Instructor, Bradley Academy for the Visual Arts

Taught evening and weekend advertising & design courses.

other experience:

Entrepreneur in custom design cycling apparel. Designed several custom kits and clothing for cycling teams including national brands. Freelance art director for various companies. Volunteer designer for annual Multiple Sclerosis "MS150 Cycle to the Shore" event.

education:

Pennsylvania College of Art & Design, York Academy of the Arts

certifications:

- American Legion Honor Guard (Volunteer) – Department of Defense Certified Military Funeral Honors Provider
- IIA Leadership Academy

recognition:

- Silver, Gold Addy's, Best of Show-2x
- Adweek
- Advertising Age
- Communication Arts Advertising Annual
- US Ad Review
- Print Design Annual
- Philly Gold
- Graphis Advertising Annual
- IAC Best of Show Online Campaign
- Charley Award Gold
- Charley Award-Best Advertisement